

# WHAT WE HEARD

## HOLLYDELL NEIGHBOURHOOD TRAFFIC CALMING STUDY

IMPROVING TRAFFIC MANAGEMENT IN THE HOLLYDELL NEIGHBOURHOOD

December 2023

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# Introduction

The City of Kelowna is reviewing opportunities to implement traffic calming measures in the Hollydell neighbourhood under the City's Neighbourhood Traffic Calming Program.

For more information about the neighbourhood traffic calming program, go to

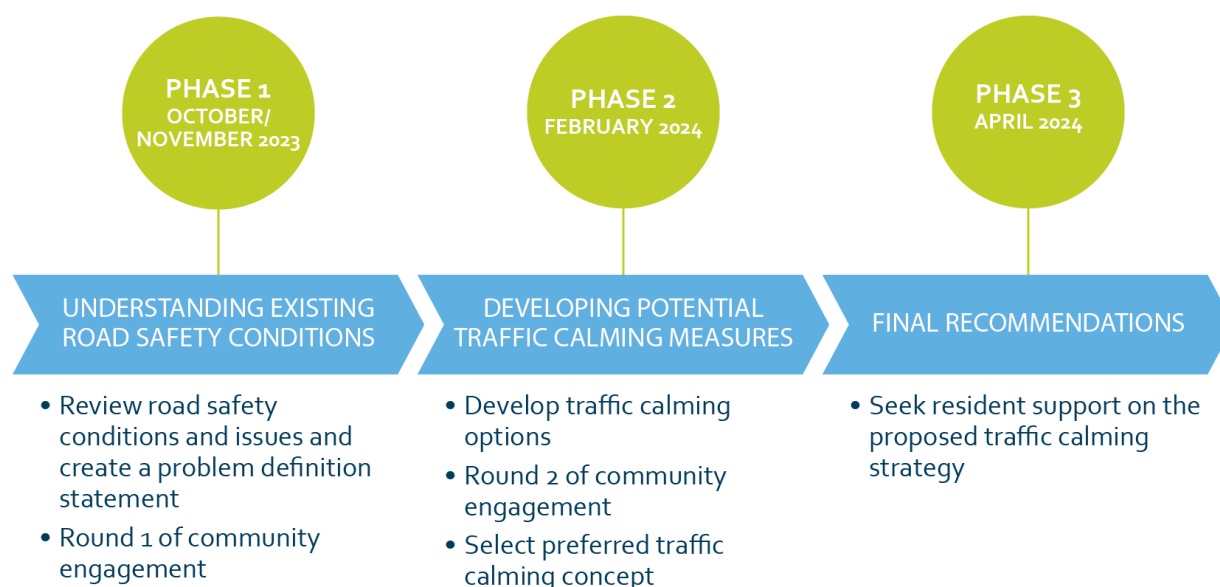
<https://www.kelowna.ca/roads-transportation/traffic/traffic-calming>

## Project overview

Through a neighbourhood traffic calming study, the Project Team will make recommendations so people who drive, walk, bike, and roll are safer and more comfortable in the neighbourhood.

Traffic calming studies are an important way for the City to improve neighbourhood road safety and traffic management. This study aims to improve road safety through traffic calming measures for all community members who use these neighbourhood streets.

### Project Timeline



We will develop key recommendations and a traffic calming plan based on resident and user group feedback (e.g., people who drive, walk, roll, and bike in the neighbourhood), technical analysis (including traffic engineering best practices and financial considerations), and City policies and plans (e.g., City's Neighbourhood Traffic Management Plan, Official Community Plan, and Transportation Master Plan). Afterwards, the Project Team will present a traffic calming plan for approval by residents of the neighbourhood.

For more information about this project, go to <https://getinvolved.kelowna.ca/hollydell>

## Engagement overview

**Are you a neighbourhood resident? Do you or your children go to school in the neighbourhood? Do you often walk, bike, roll, or drive in the neighbourhood? If so, this report is for you!**

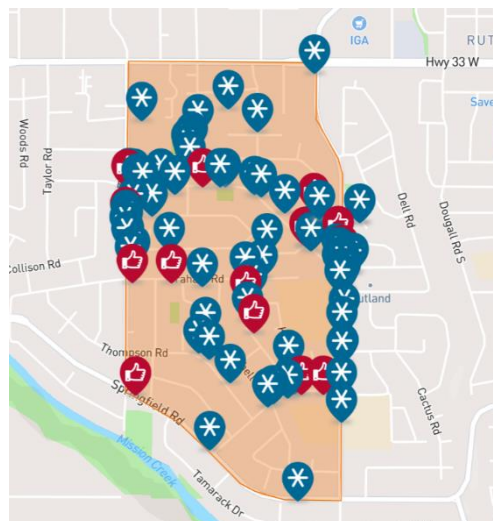
We invited residents to get involved early to share their feedback to inform this neighbourhood study. There were three types of opportunities to share their feedback.

The online survey and mapping tool was open from October 20, 2023, until November 12, 2023. The City also held an open house on November 1, 2023, from 3:00 PM to 7:00 PM at the Rutland Centennial Hall.

We had a total of 85 participants in this first round of engagement. Thanks to everyone who participated and shared their feedback on existing conditions and opportunities in the neighbourhood!

### Engagement in numbers

- 72 survey participants
- 13 open house participants
- 93 contributions to the online mapping tool



## Promotion

As this study only pertained to those who live or travel within the Hollydell neighborhood, promotional tactics were highly targeted. A total of 15 posters were placed in high-traffic areas including schools, parks and transit stops.

Approximately 850 postcards were sent to residents in the Hollydell area from Springfield Road to Highway 33 W. More direct outreach included an e-newsletter from Get Involved to over 9,000 registered users highlighting engagements currently open for feedback,

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 7,000 times and interested parties clicked the link directing them to the webpage more than 340 times.

### Communications in numbers

- 15 posters
- 850 mail out post cards
- 820 page views



## Summary of What We Heard

The following provides a detailed summary of survey results and feedback from the online mapping tool, the survey, and the drop-in open house.

- **Speeding and Non-compliance with Traffic Signs:** Many comments highlighted that vehicles frequently speed, especially around Hollydell Road, ignoring stop signs and speed limits. This issue is exacerbated near Quigley Elementary and parks, where pedestrian traffic is high.
- **Need for Traffic Calming Measures:** Survey respondents requested traffic calming measures, like speed humps, particularly on secondary roads bordering parks and schools to slow down traffic.
- **Pedestrian Safety Concerns:** The comments frequently mentioned the danger to pedestrians particularly children due to speeding cars and inadequate pedestrian infrastructure, emphasizing the need for improved safety measures like crosswalks, sidewalks, and proper lighting.
- **Poor Visibility:** Some survey respondents noted issues with visibility due to poorly parked cars (e.g., Quigley Rd), lack of adequate street lighting, and road designs.
- **School Zone Safety:** Specific concerns about children's safety in school zones were mentioned, with a call for strict enforcement of speed limits, the creation of safe routes to school, and the installation of traffic calming measures along these routes.
- **Noise Pollution:** There were suggestions for noise bylaw enforcement in conjunction with speed control measures.

**Arterial Roads:** Although many arterial roads such as Gerstmar Rd, Hollywood Rd S, and Springfield Rd were mentioned in the comments, they will not be addressed in the neighbourhood traffic calming study. Arterial roads serve as vital routes for moving people and goods across the city, and implementing traffic calming on them could have unintended consequences, including redirecting traffic to residential streets and affecting emergency response times.

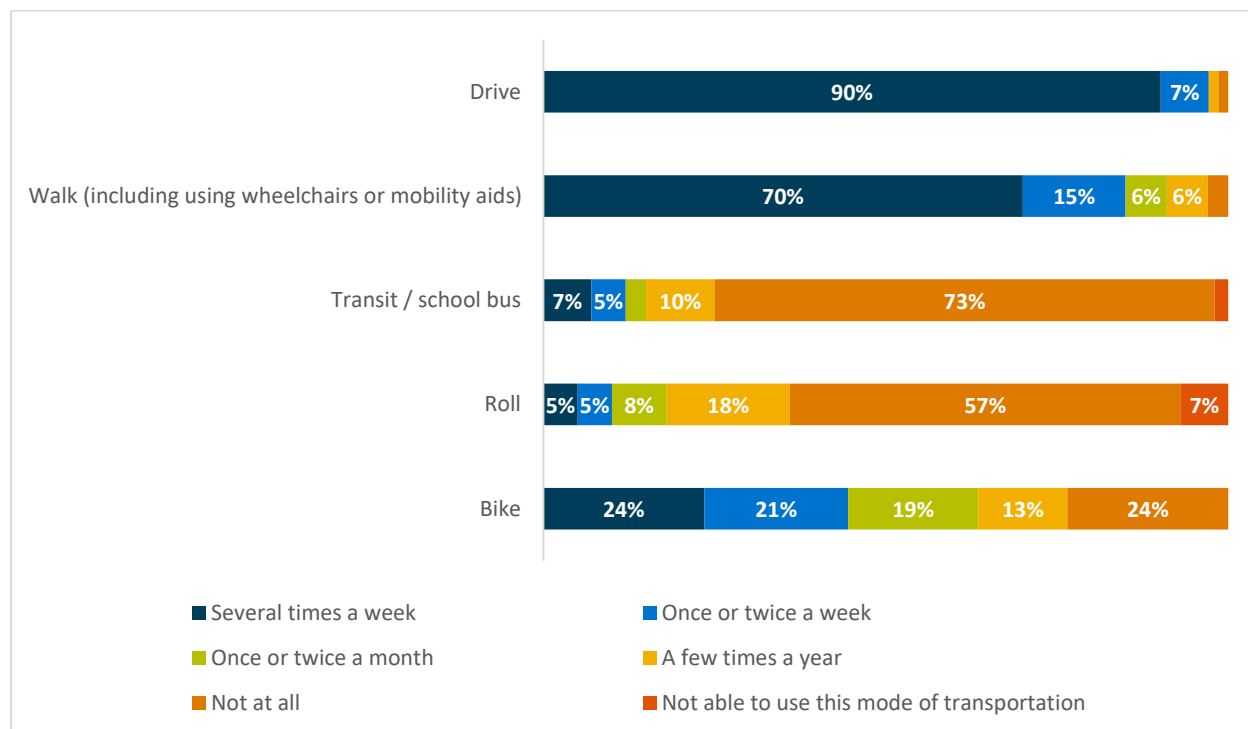
## Survey

This section summarizes what we heard from 72 participants who shared their feedback through the online survey.

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.

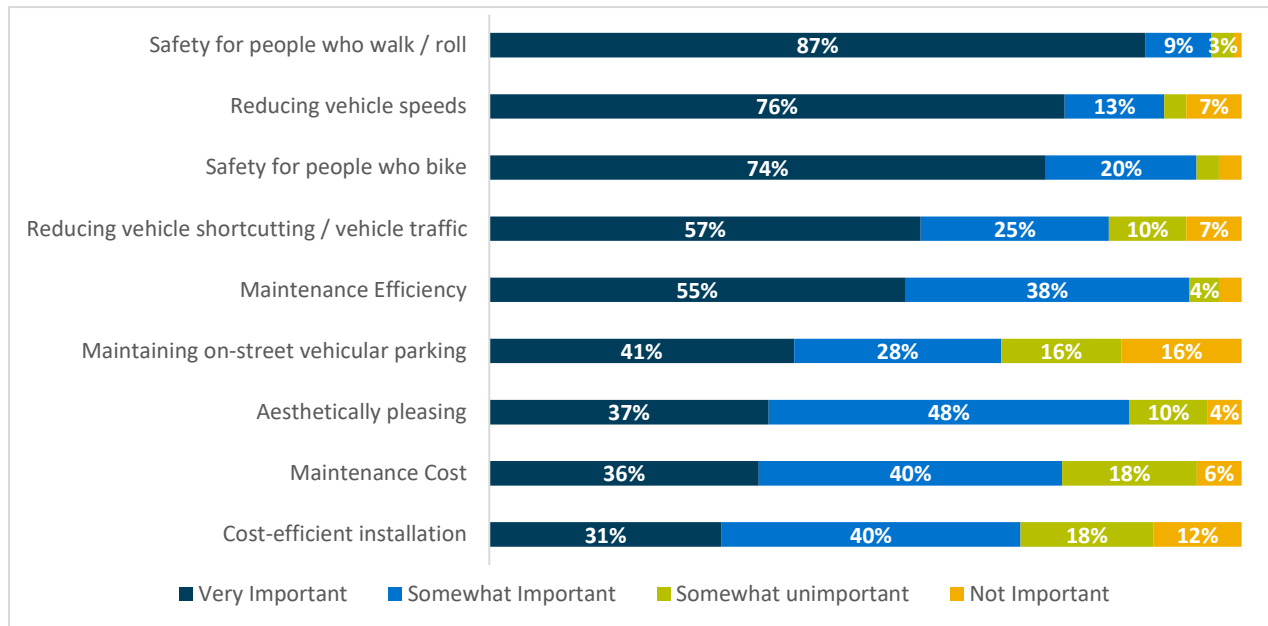
### Mode people use to travel within the study area

Most participants said that they drive (90 per cent) and walk (70 per cent) several times a week. Some participants (24 per cent) shared that they bike several times a week.



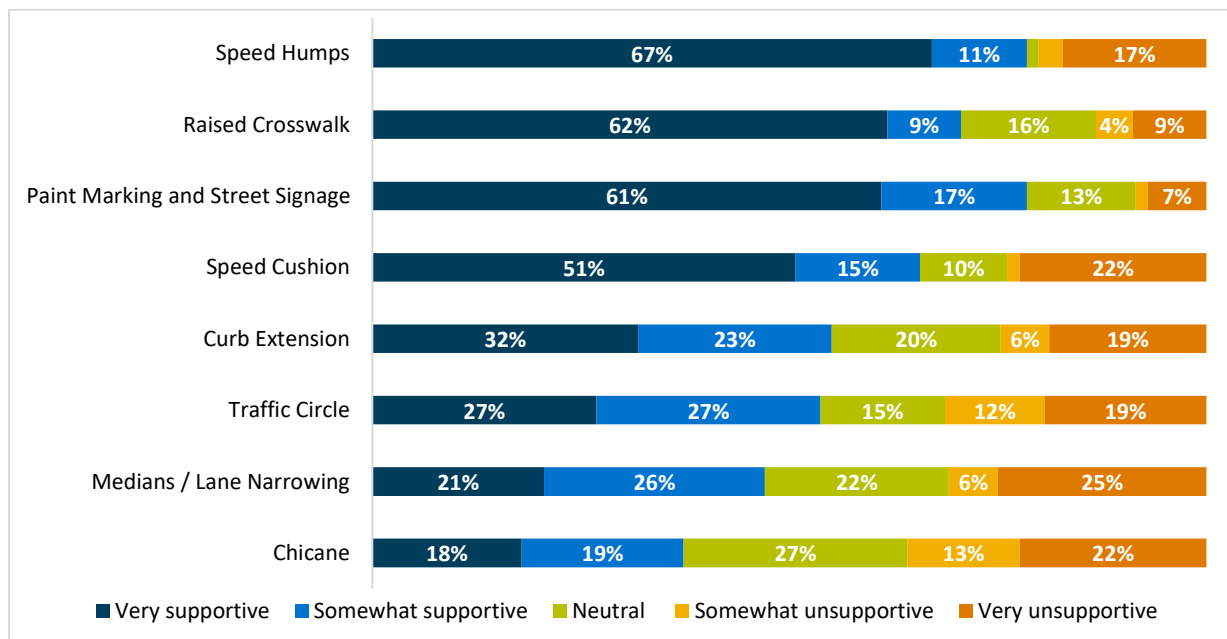
## Important traffic calming components or features

Most respondents generally felt that all components and features were “very important” to “somewhat important” to them. The top three components with the highest importance were “safety for people who walk / roll” (96 per cent), “safety for people who bike” (94 per cent), and “reducing vehicle speeds” (89 per cent).



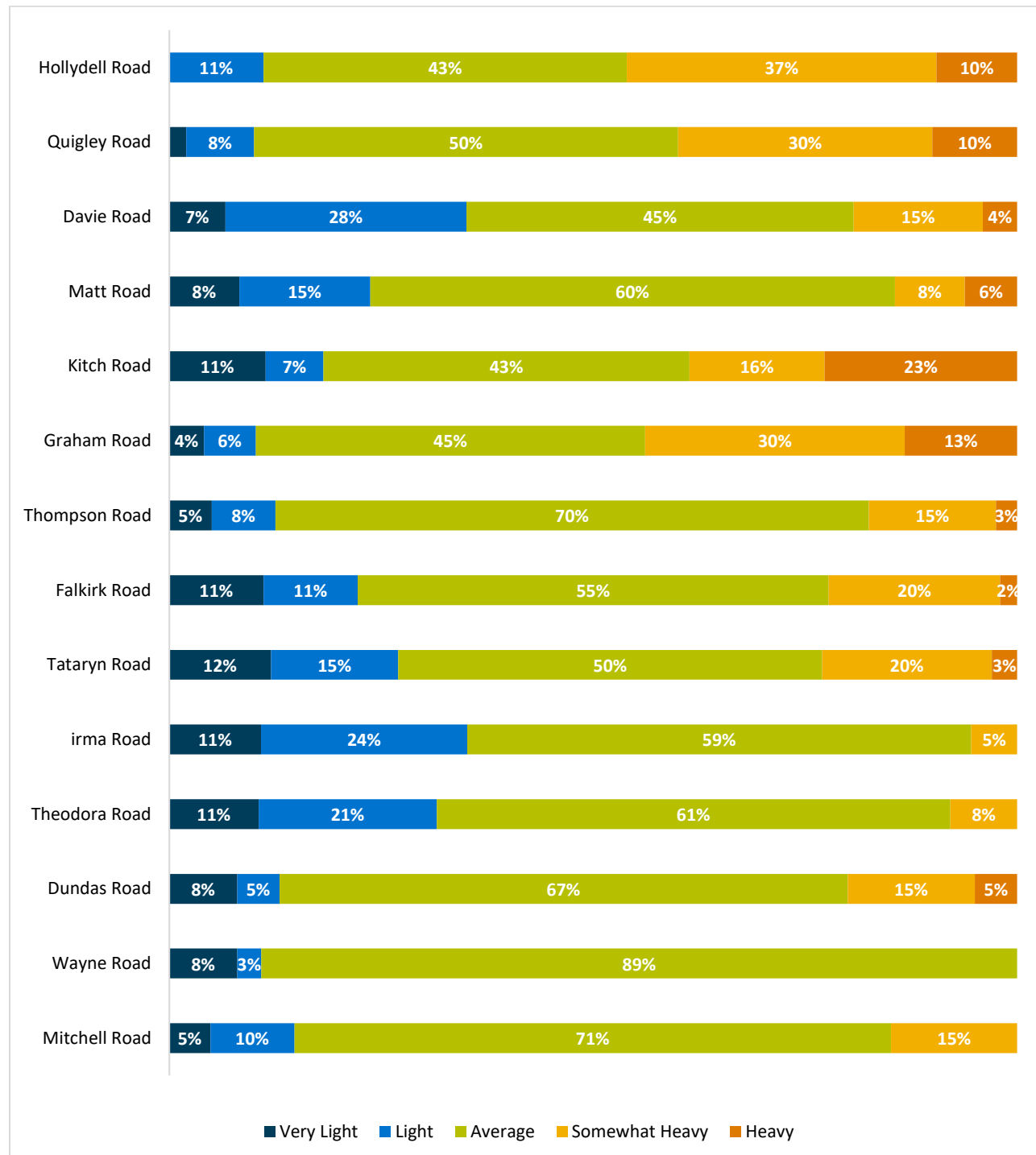
## Level of support for traffic calming measures

Participants were generally supportive of the following top four measures: speed humps (78 per cent), raised crosswalks (71 per cent), paint marking and street signage (68 per cent), and speed cushions (66 per cent). Some participants were generally unsupportive of chicanes (35 per cent).



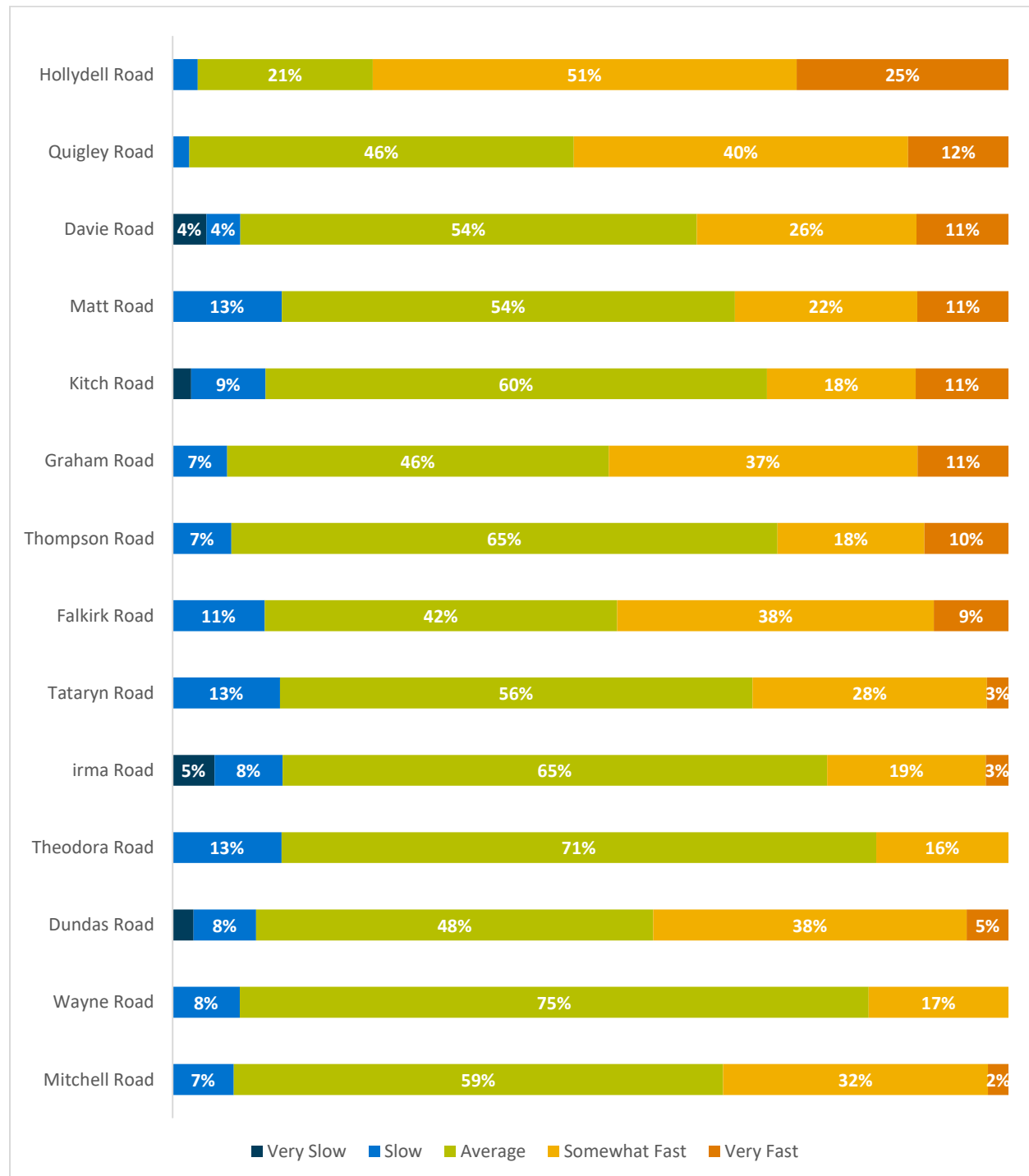
## Rate of Traffic Volumes

Participants observed the following top three roads as having somewhat heavy or heavy traffic volumes were Hollydell Road (47 per cent), Graham Road (43 per cent), and Quigley Road (40 per cent).



## Rate of Traffic Speeds

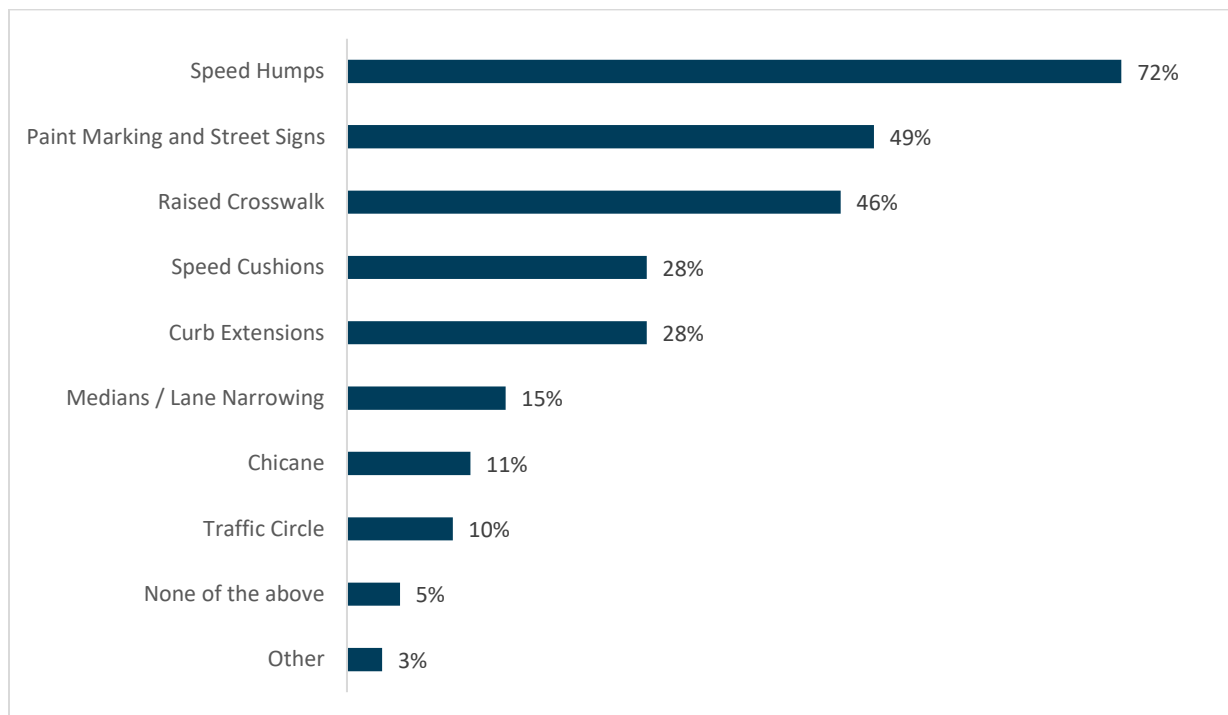
Participants observed the following top three roads as having somewhat fast or very fast speeds were Hollydell Road (76 per cent), Quigley Road (52 per cent), and Graham Road (48 per cent).



## Hollydell Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (72 per cent), paint marking and street signs (49 per cent) and raised crosswalks (46 per cent).



### Specific concerns or issues with the traffic calming measures

- **Speeding and shortcutting:** Residents reported excessive speeding on Hollydell Rd, emphasizing the need for traffic calming measures, especially given the presence of a park. Some residents felt that people use Hollydell Road to shortcut through the neighbourhood, turning quickly off Gerstmar Rd.
- **Pedestrian Safety:** With an increase in pedestrian traffic and other traffic safety issues (e.g., Elwyn Road), including students and young families, pedestrian lights and flashing crosswalks were requested to enhance safety.
- **Parking Concerns:** Some residents expressed reluctance to lose on-street parking.

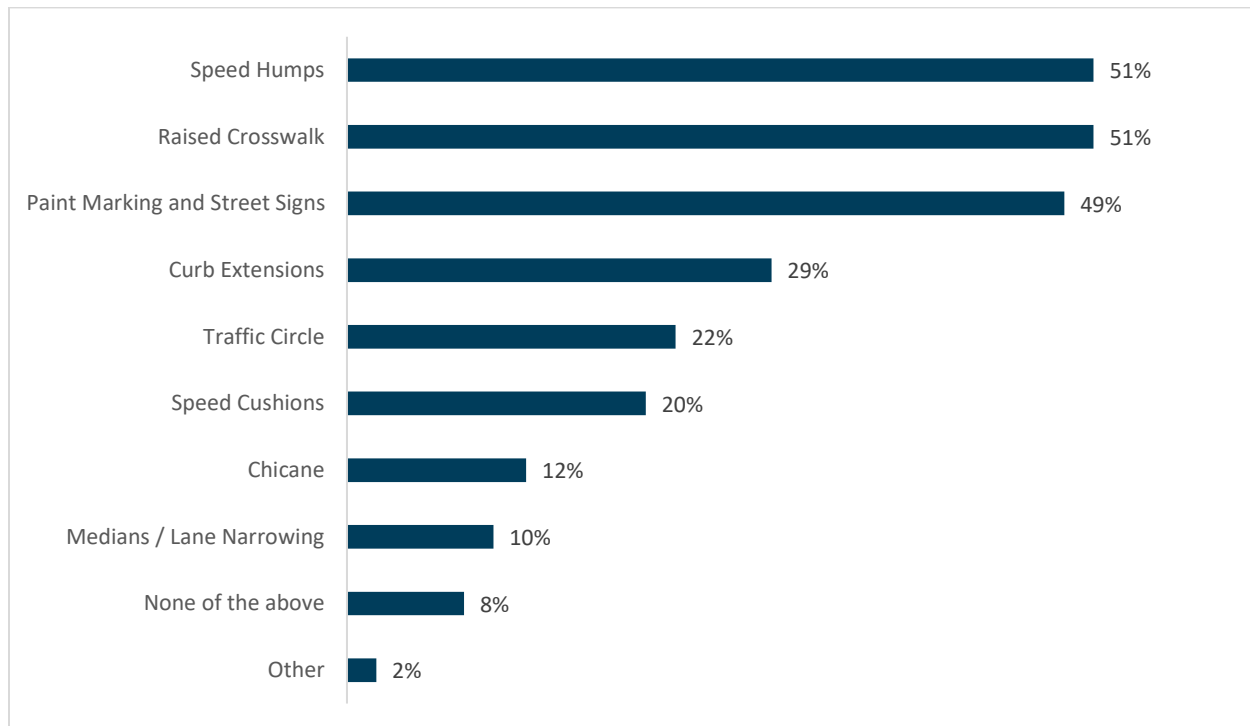
### Potential traffic calming opportunities

- **Speed Humps:** Most residents felt that speed humps are necessary to address speeding issues, particularly near Hollydell Park. However, some argued that they should be avoided at all costs due to their impact on vehicles.

## Quigley Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (51 per cent), raised crosswalks (51 per cent), and paint marking and street signs (49 per cent).



### Specific concerns or issues with the traffic calming measures

- **Driver compliance and Pedestrian Safety:** Some participants observed that most people do not stop at the 4-way stop, highlighting the danger posed by drivers who don't stop at stop signs and often speed through.

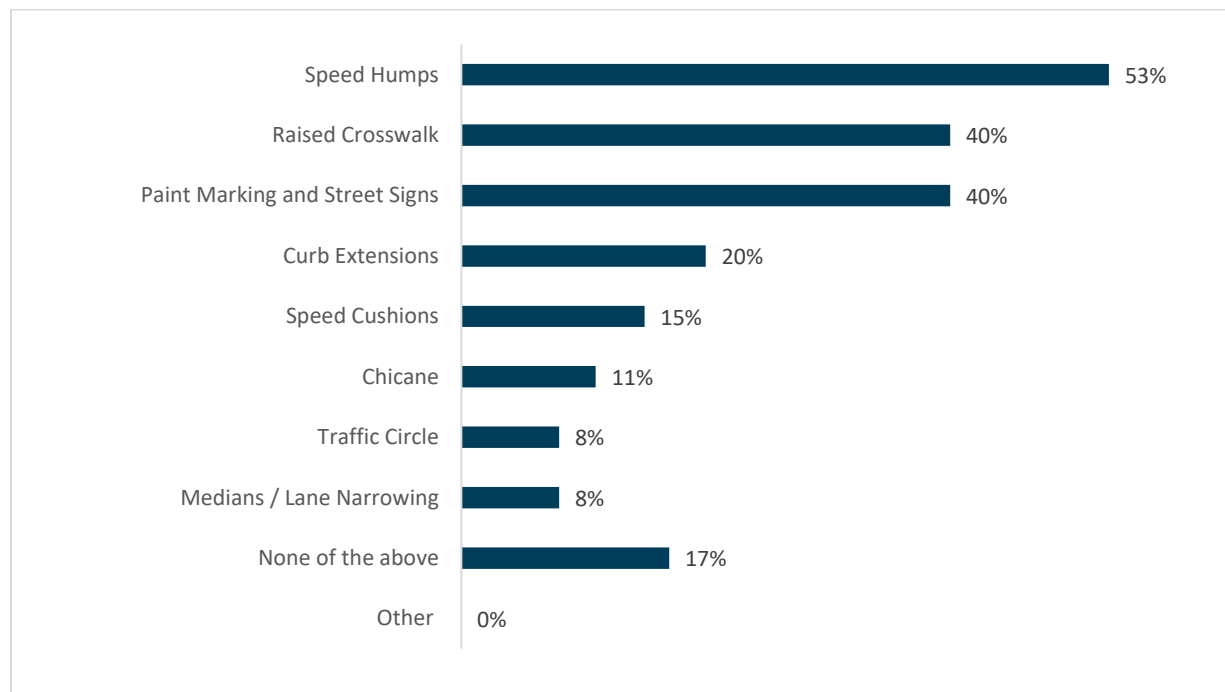
### Potential traffic calming opportunities

- **Traffic Circle at Quigley Road and Mitchel Road:** Some residents believed a traffic circle at this intersection could be beneficial in managing traffic flow and enhancing safety.
- **Infrastructure for people who walk:** Some mentioned the need for a raised crosswalk at the intersection of Quigley Road and Kitch Road.

## Davie Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (53 per cent), raised crosswalks (40 per cent), and paint marking and street signs (40 per cent).



### Specific concerns or issues with the traffic calming measures

- **Safety Concerns at Davie Road and Elwyn Road/Hollydell Road Intersection:** Some residents reported frequent close calls and collisions at this intersection, with high-speed traffic and pedestrian safety being major concerns. A suggestion for a raised crosswalk near Hollydell Park was made to address this issue.
- **Speeding Issues on Davie Road:** Residents reported excessive speeding on Davie Road, emphasizing the need for traffic calming measures, especially given the presence of a park, a Sikh temple, a health center, and vulnerable road users like seniors and children. However, one resident felt that traffic is not heavy on Davie Road and that existing vehicle speeds are adequate.

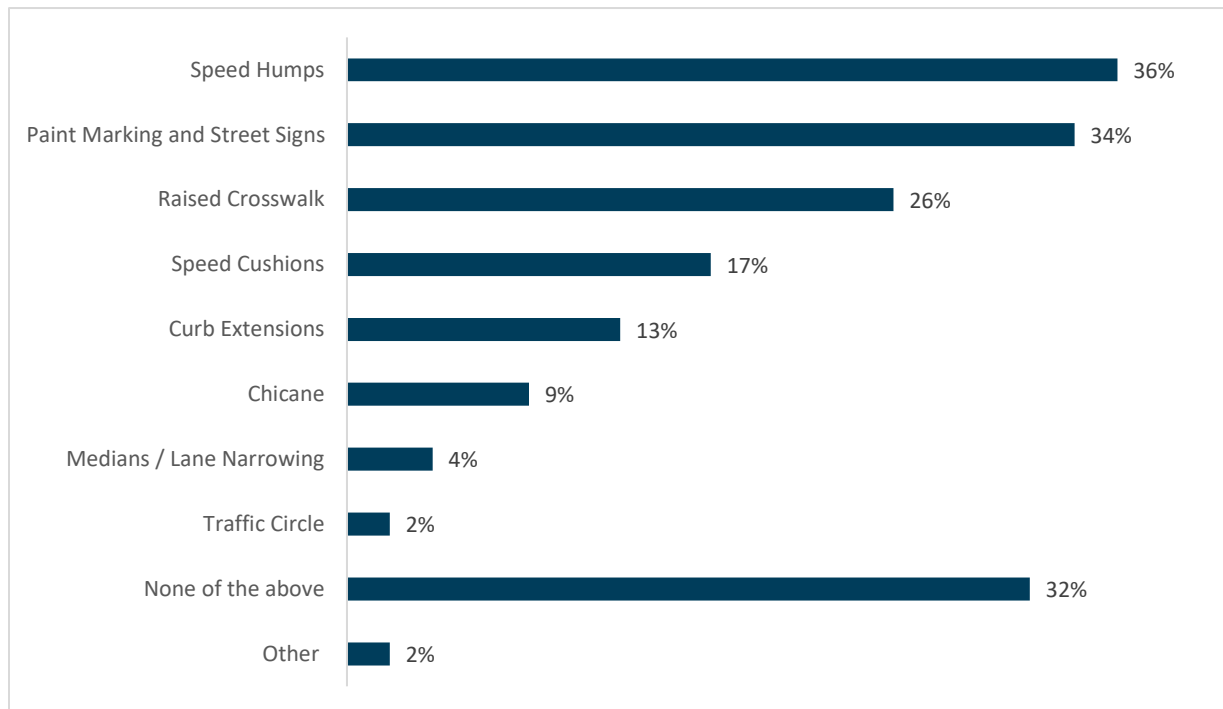
### Potential traffic calming opportunities

- **Traffic Circle at Davie Road and Elwyn Road/Hollydell Road:** Some residents believe a traffic circle at this intersection could be beneficial in managing traffic flow and enhancing safety.
- **Speed Humps:** Many residents felt that speed humps are necessary to address speeding issues, particularly near Davie Park.

## Matt Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (36 per cent), paint marking and street signs (34 per cent) and raised crosswalks (26 per cent). A total of 32 per cent of respondents preferred none of the traffic calming measures.



### Specific concerns or issues with the traffic calming measures

- **Concerns for Children's Safety:** Residents were worried about the safety of young children walking to school, particularly during busy traffic times when parents are dropping off their children and rushing to work. Some residents were concerned about sightlines along the curve adding that parked cars make it difficult to see children crossing the street.

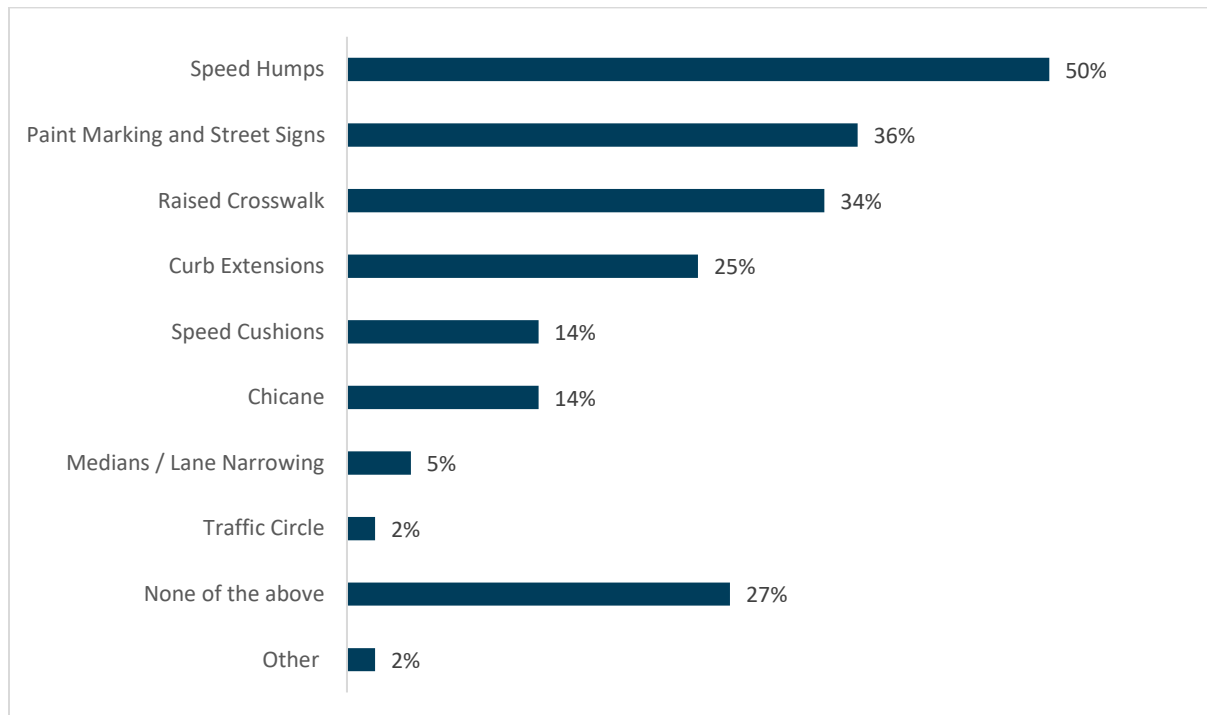
### Potential traffic calming opportunities

- **Speed Humps:** Many residents felt that speed humps were necessary to address speeding issues. However, a few residents were resistant to speed humps and cushions due to their potential negative impact on snow clearing.
- **Curb extensions and crosswalk at Brian Road:** Some feedback suggested the addition of a crosswalk or curb extensions at this intersection to increase safety of children travelling to school.

## Kitch Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (50 per cent), paint marking and street signs (36 per cent) and raised crosswalks (34 per cent).



### Specific concerns or issues with the traffic calming measures

- **School Zone Concerns:** A few survey respondents indicated that the school zone was ignored, emphasizing the need for safety measures for better compliance.

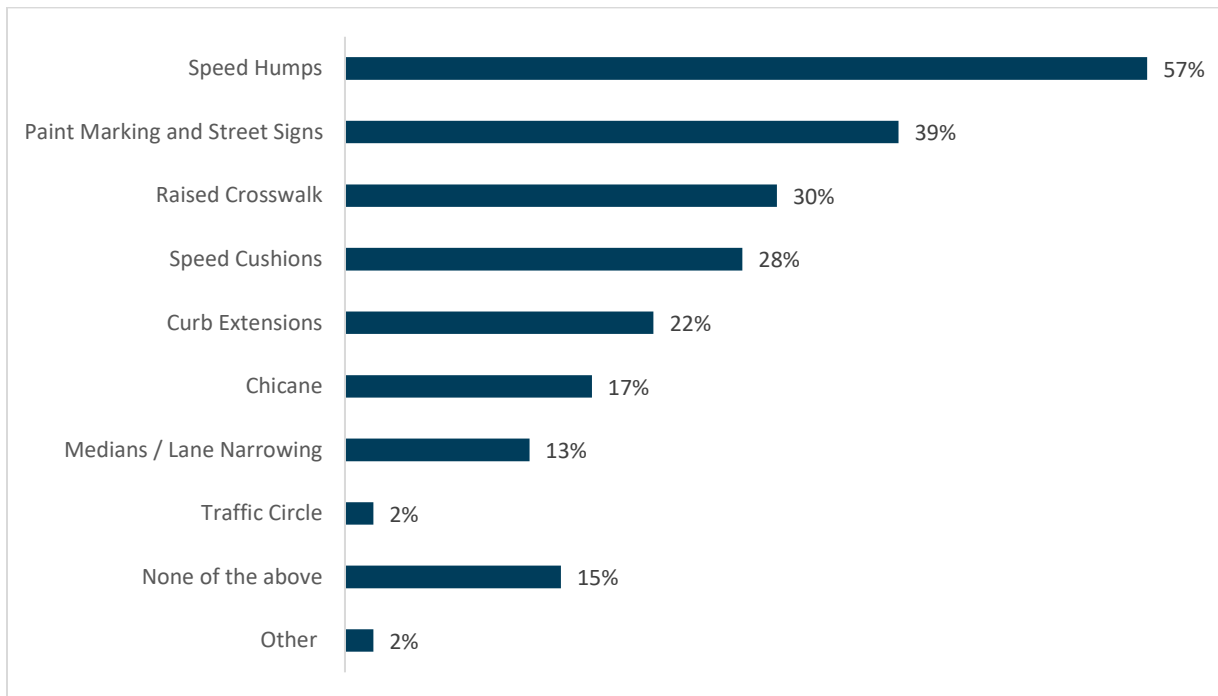
### Potential traffic calming opportunities

- **Speed Humps:** Many residents felt that speed humps were necessary for children's safety.
- **Curb extensions and crosswalk at Matt Road:** Some respondents noted the idea of a curb and raised crosswalk at the intersection of Matt Road and Kitch Road for pedestrian safety.
- **Raised Crosswalk at Quigley Road:** Survey respondents advocated for a raised crosswalk at Quigley Road for children's safety.

## Graham Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (56 per cent), paint marking and street signs (39 per cent) and raised crosswalks (30 per cent).



### Specific concerns or issues with the traffic calming measures

- **Differing Views on Speed Humps:** Many residents and cyclists appreciate speed humps for added safety, while some residents were opposed.
- **Noise Pollution:** Residents noted that they were troubled by the noise caused by vehicles that are speeding on Graham Road.
- **Safety Near Schools:** Some survey respondents called to slow down vehicles near schools, especially given the increased vehicle parking and anticipated higher density housing in the area.

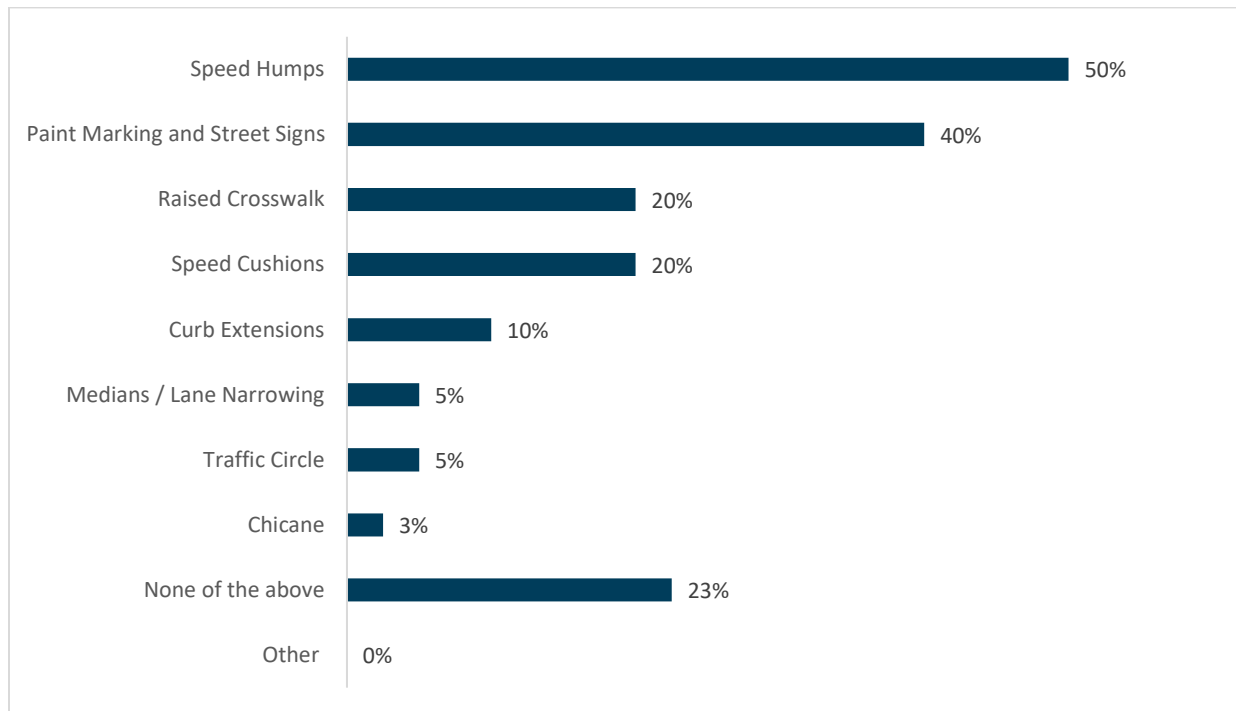
### Potential traffic calming opportunities

- **Speed Humps:** Many residents felt that speed humps were necessary for children's safety and to lower overall noise in the neighbourhood.

## Thompson Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (50 per cent), paint marking and street signs (40 per cent) and raised crosswalks and speed cushions (20 per cent).



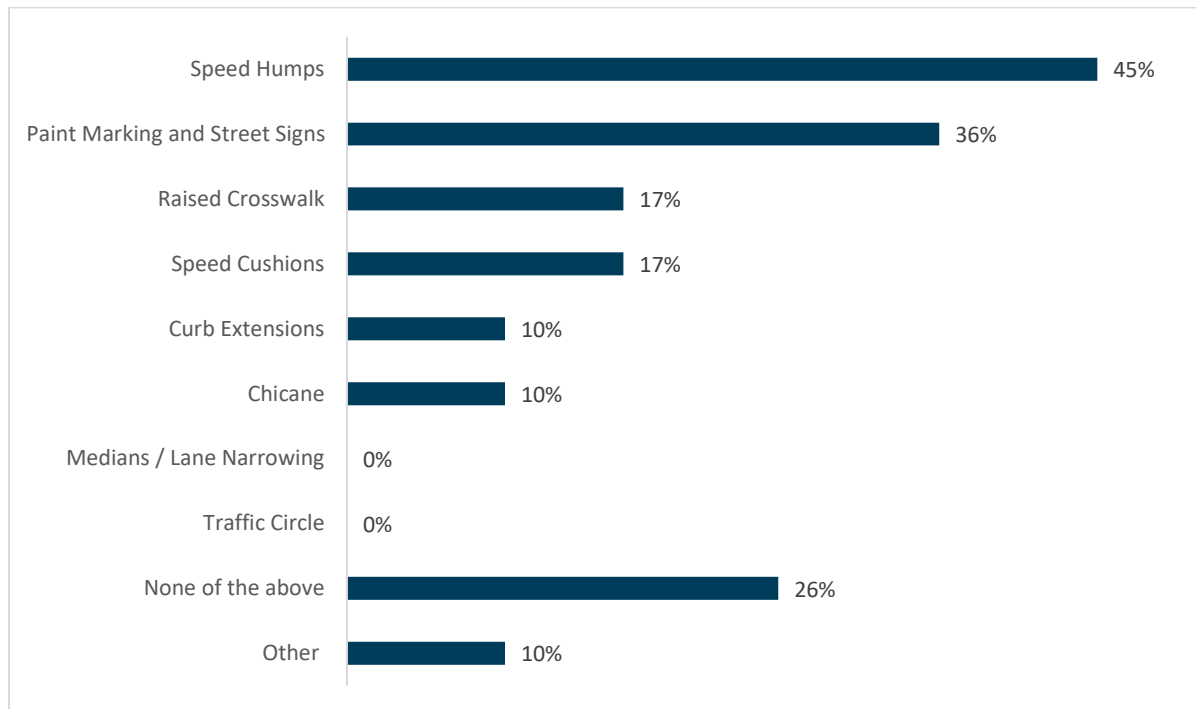
### Specific concerns or issues with the traffic calming measures

- **Calming Measures and Neighborhood Safety:** Participants mentioned that there were concerns about speeding on a street with families, dogs, and children.
- **Infrastructure and Cultural Context:** One survey respondent mentioned that Thompson Road feels okay compared to other Rutland neighborhoods and suggested signs indicating slower speeds are needed.
- **Opposition to Speed Humps:** There was a strong opposition to speed humps on this street.

## Falkirk Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (45 per cent), paint marking and street signs (35 per cent) and raised crosswalks and speed cushions (16 per cent).



### Specific concerns or issues with the traffic calming measures

- **Pedestrian Safety and Infrastructure:** Survey respondents noted a need for sidewalk on Falkirk Road due to the presence fast vehicles and kids walking or biking to school.
- **Specific Road Comments:** One resident noted the poor pavement conditions (bumpy). Another resident mentioned that people were driving too fast on this road.

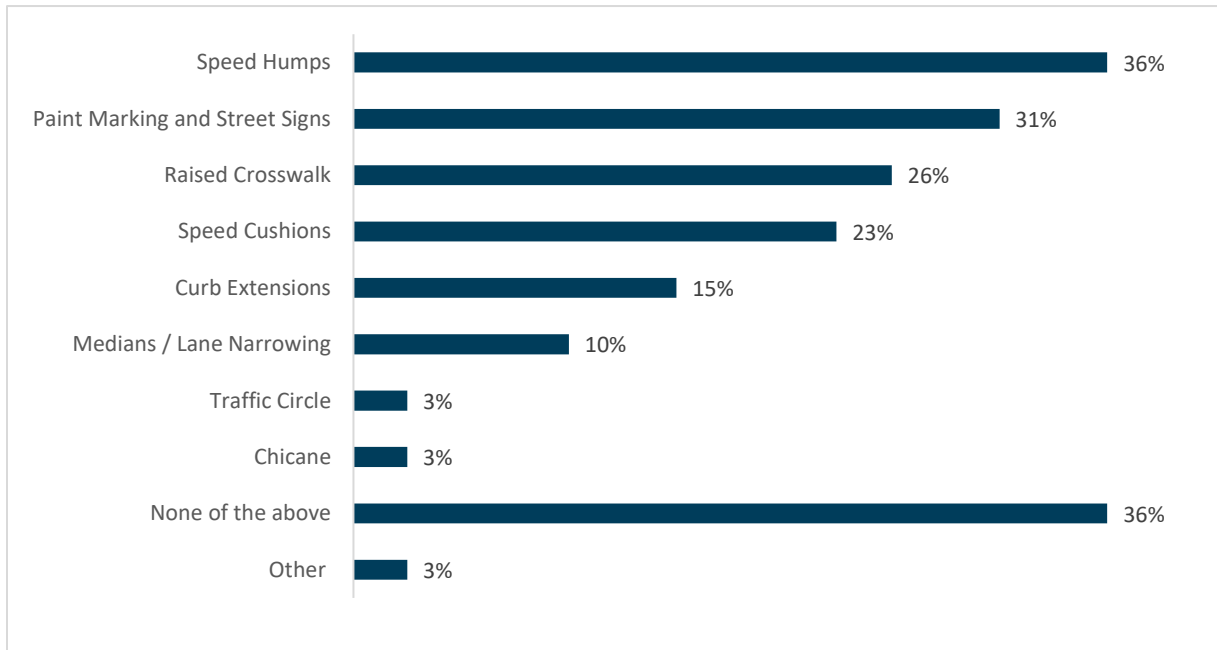
### Potential traffic calming opportunities

- **Speed Humps:** One resident acknowledged that speed humps would be beneficial to reduce vehicle speeds.

## Tataryn Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (36 per cent), paint marking and street signs (31 per cent) and raised crosswalks (26 per cent). A total of 36 per cent of the respondents preferred none of the traffic calming measures.



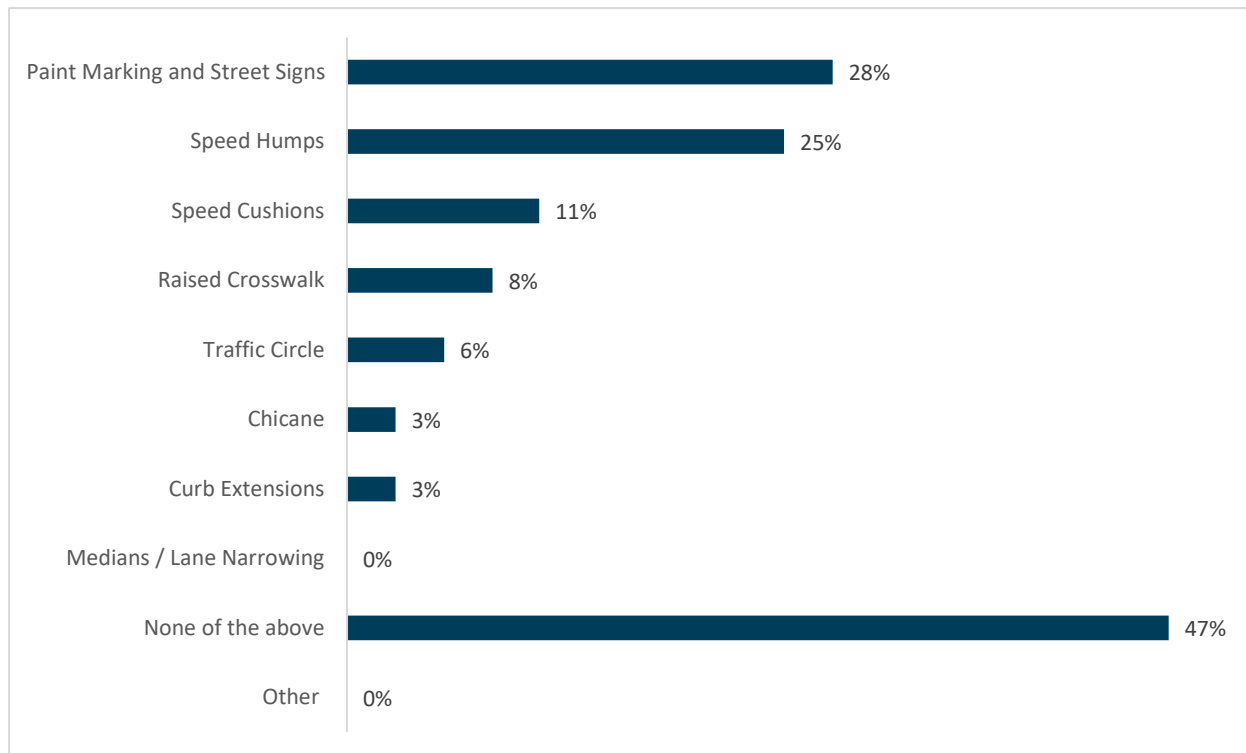
### Specific concerns or issues with the traffic calming measures

- **Need for Sidewalks:** Residents expressed a need for sidewalk son both sides of the street for safer pedestrian spaces.
- **Diverse Concerns:** Some residents pointed out issues like fast driving and blind spots on Tataryn Road.

## Irma Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were paint marking and street signs (28 per cent), speed humps (25 per cent), and speed cushions (11 per cent). Almost half of participants (47 per cent) said that none of the presented traffic calming measures were preferred.



### Specific concerns or issues with the traffic calming measures

- **Pedestrian Safety and Traffic Behavior:** There were concerns that fast cars could be dangerous due to the absence of sidewalks.

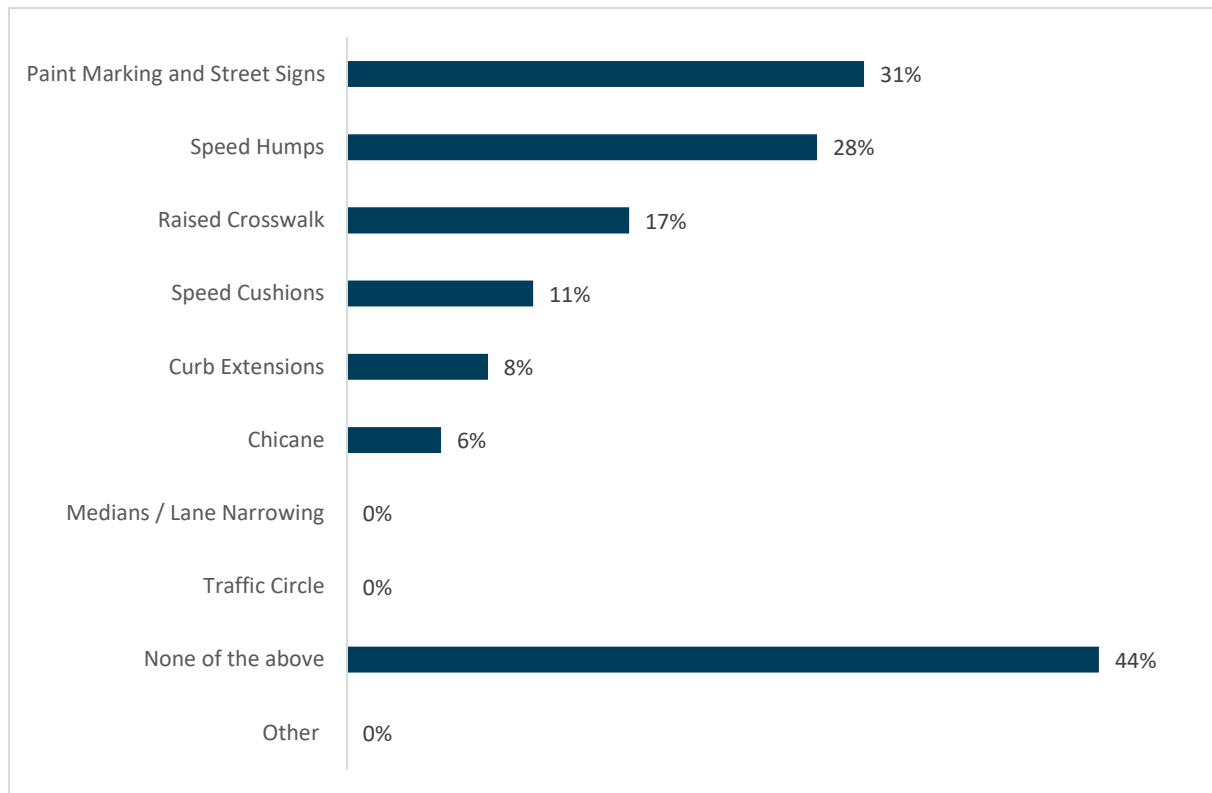
### Potential traffic calming opportunities

- **Traffic Circle at Thompson Road and Irma Road:** A resident proposed a circle at the corner of Thompson Road and Irma Road as a solution to fast drivers.

## Theodora Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were paint marking and street signs (31 per cent), speed humps (28 per cent), and raised crosswalks (17 per cent). Almost half of participants (44 per cent) said that none of the presented traffic calming measures were preferred.



### Specific concerns or issues with the traffic calming measures

- **Suggestions for Improved Road Markings:** There was a suggestion to improve painting markings and signs to indicate slower speeds.

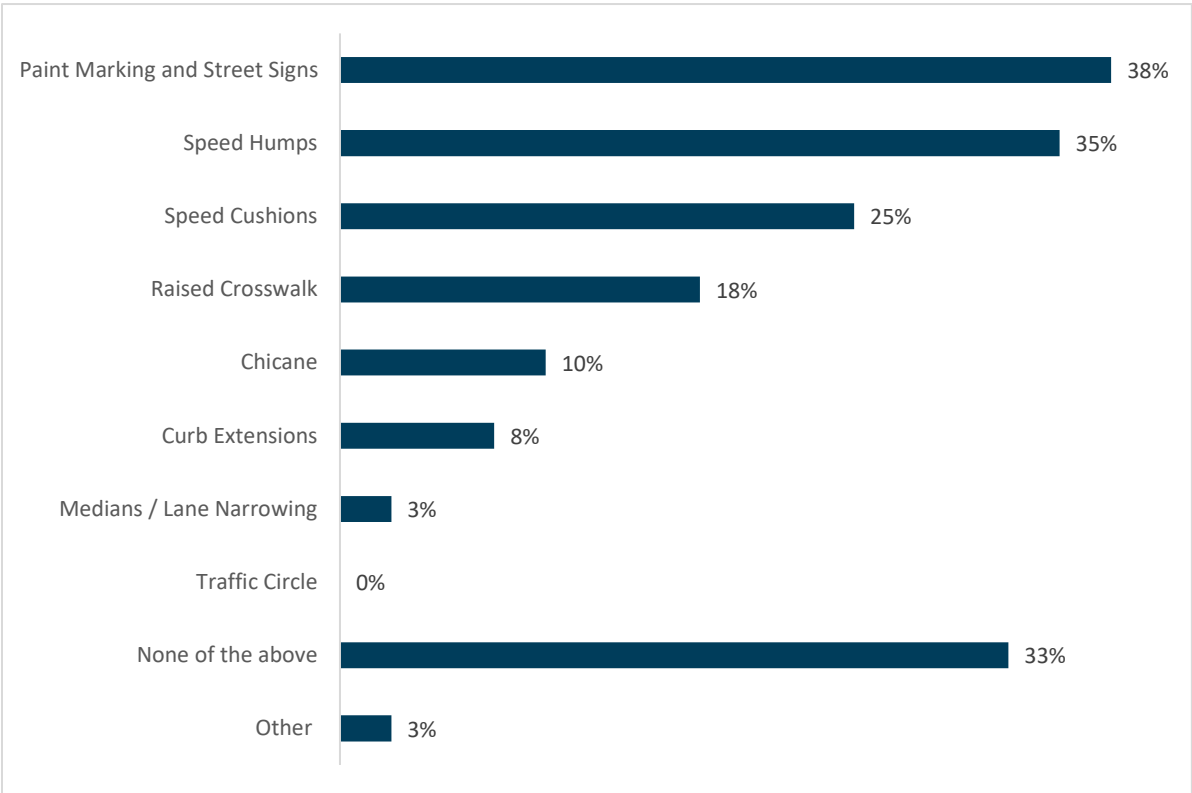
### Potential traffic calming opportunities

- **Lane Narrowing / Curb Extensions:** Some residents noted that narrowing travel lanes at the intersections can help reduce vehicular speeds.

Dundas Road

Preferred traffic calming measures

The top three most preferred traffic calming measures were paint marking and street signs (38 per cent), speed humps (35 per cent), and speed cushions (25 per cent). Almost half of participants (33 per cent) said that none of the presented traffic calming measures were preferred.



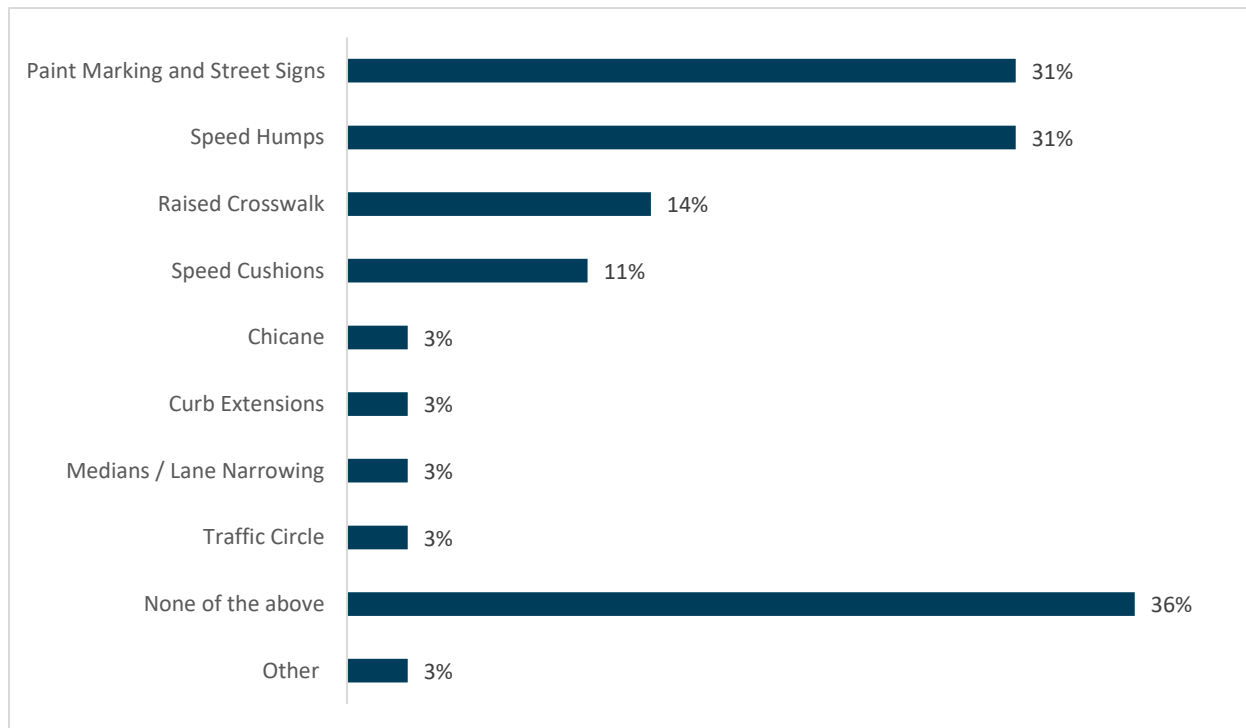
Specific concerns or issues with the traffic calming measures

- **Safety Concerns on Dundas Road:** A resident of Dundas Road expressed concerns over high-speed traffic and the presence of many young children, advocating for traffic calming measures.
- **Concerns Over Specific Intersections:** One resident raised specific safety concerns about the corner of Dundas Road and Saskatoon Road, particularly regarding visibility issues caused by a bush and the topography of the area.
- **Curb Extensions:** One resident noted their concerns about curb extensions indicating that it was not their preferred solution.

## Wayne Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were paint marking and street signs (31 per cent), speed humps (31 per cent), and raised crosswalks (14 per cent). Over one third of participants (36 per cent) said that none of the presented traffic calming measures were preferred.



### Specific concerns or issues with the traffic calming measures

- **Concerns from people who walk:** The absence of sidewalks in certain areas was noted as a concern. There was a specific mention regarding the intersection of Hollywood Road / Wayne Road, where poorly defined curbs could encourage cars to turn into Wayne Road without slowing down properly.

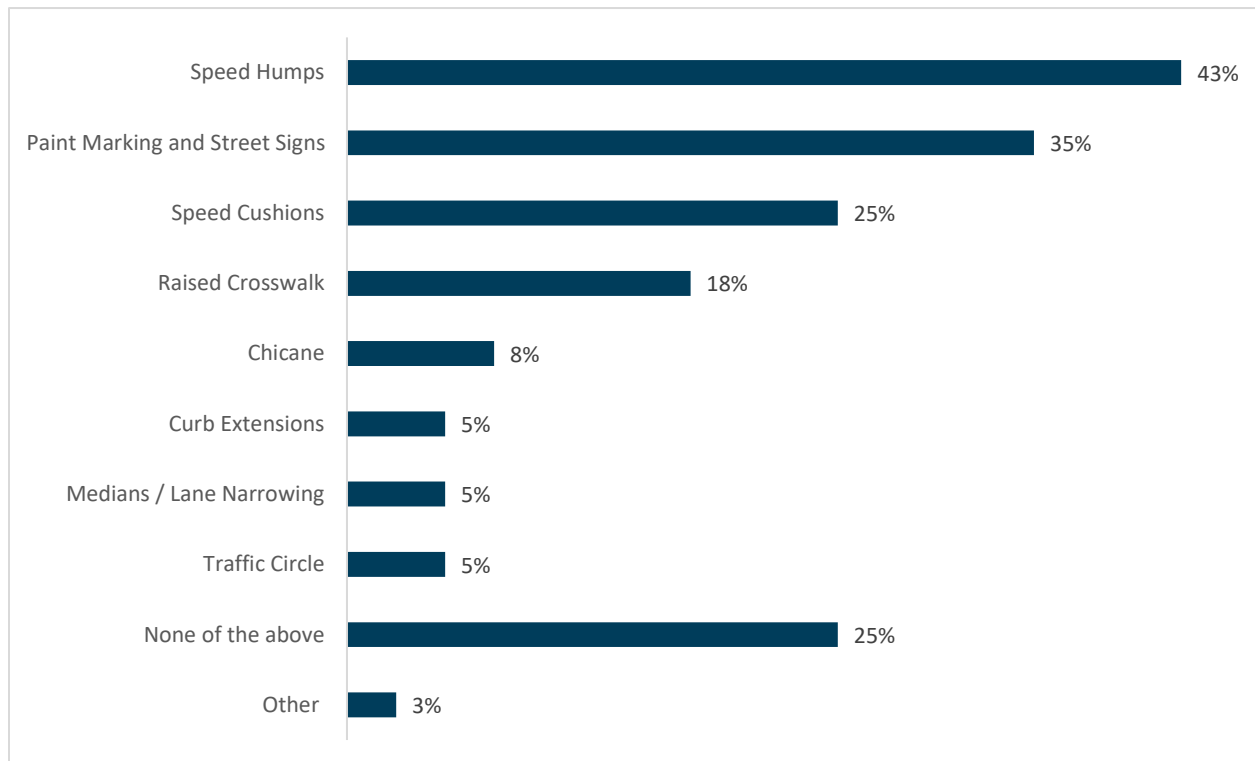
### Potential traffic calming opportunities

- **Potential for a Traffic Circle:** There was a suggestion that Wayne Road could benefit from a traffic circle at the intersection with Mitchell Road, especially if speeding was a concern in that area.

## Mitchell Road

### Preferred traffic calming measures

The top three most preferred traffic calming measures were speed humps (43 per cent), paint marking and street signs (35 per cent), and speed cushions (25 per cent). Also, some participants (25 per cent) said that none of the presented traffic calming measures were preferred.



### Specific concerns or issues with the traffic calming measures

- **Issues at Mitchell Road and Quigley Road Intersection:** There was a specific mention of problems at the Mitchell Road and Quigley Road 4-way stop, respondents observed vehicles failing to stop at the stop control, suggesting a need for more measures to encourage better compliance.
- **General Safety Concerns:** Residents expressed a desire to slow down traffic for the safety of all, particularly in areas without sidewalks and where sharp turns are present.

### Potential traffic calming opportunities

- **Support for Traffic Circles:** There was notable interest in implementing traffic circles, especially at the Quigley Road / Mitchell Road and Mitchell Road / Thompson Road intersections, to deter speeding and cut-through drivers.

## Additional comments

We asked participants to share any additional comments about specific streets or other suggestions in the Hollydell Neighbourhood.

- **Pedestrian and Children's Safety:** Many residents emphasized the risk to children, especially near schools and parks. Survey respondents indicated that they wanted more pedestrian infrastructure like crosswalks, especially around Quigley Elementary.
- **Traffic Calming Measures:** Suggestions included the installation of speed humps to control high vehicle speeds.
- **Lack of Enforcement and Public Education:** Some residents expressed interest in better traffic enforcement and public education to address the observed aggressive driving and apparent disregard/indifference for traffic rules.
- **Sidewalks and Bike Lanes:** Some residents advocated for a shift towards alternative transportation modes suggesting the community could benefit from bike lanes and sidewalks on both sides of the street to support less car-centric transportation.
- **Mixed Opinions on Different Traffic Calming Measures:** Less than 15 per cent of survey respondents were not supportive of traffic calming in the study area. These survey respondents expressed mixed opinions on chicanes, traffic circles, and speed cushions.
- **Speeding and Traffic Safety:** Survey respondents expressed safety concerns regarding the perception of high vehicle speeds, particularly on Hollydell Road / Elwyn Road.
- **Noise Pollution:** Some residents expressed they were troubled by the noise caused by traffic and speeding.

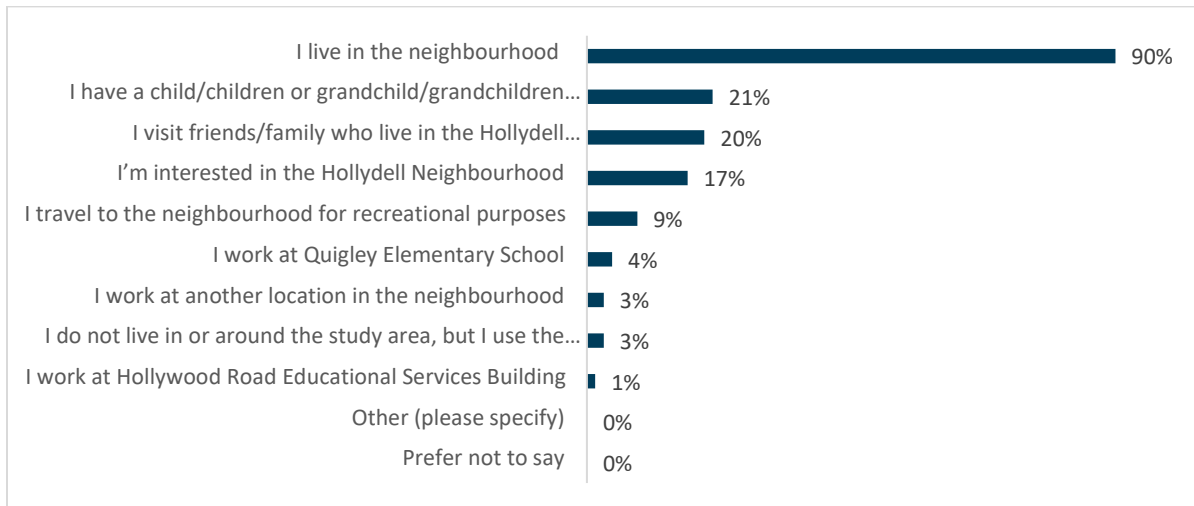
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## Who We Heard From

We wanted to ensure that we heard from a range of community voices. Demographic questions were optional. The following describes more about who we heard in the survey.

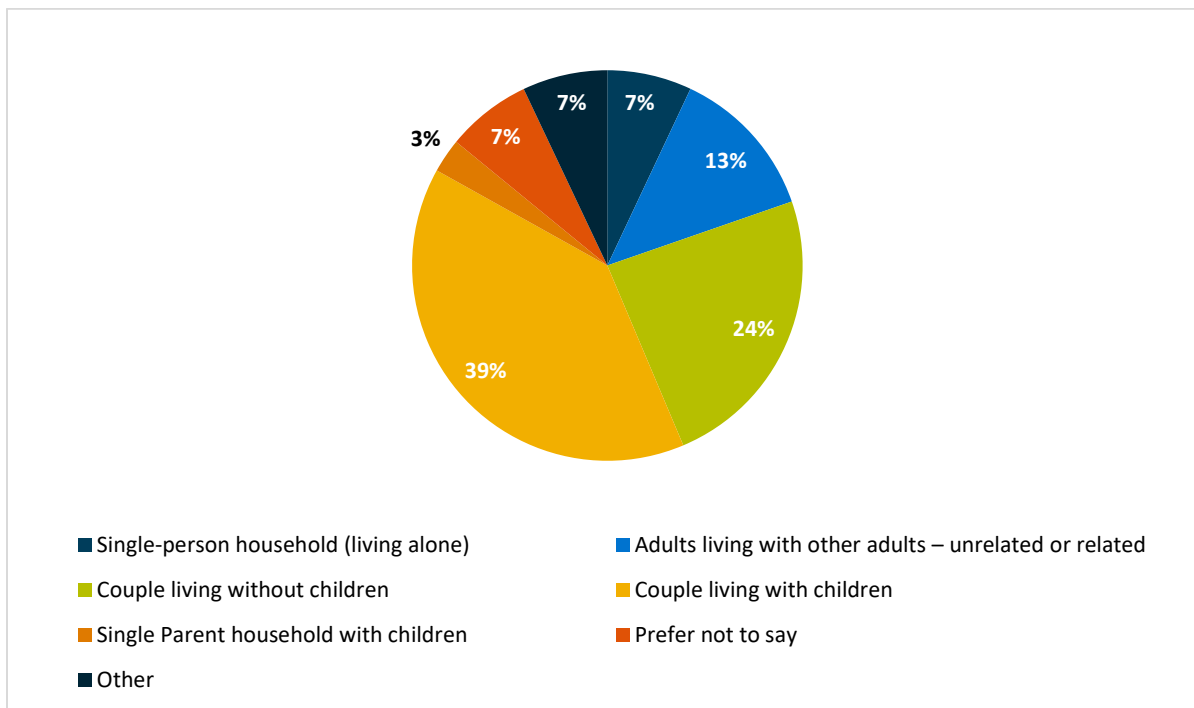
### Connection to the Study Area

Most people (90 per cent) who responded to the survey reported that they live in the study area.



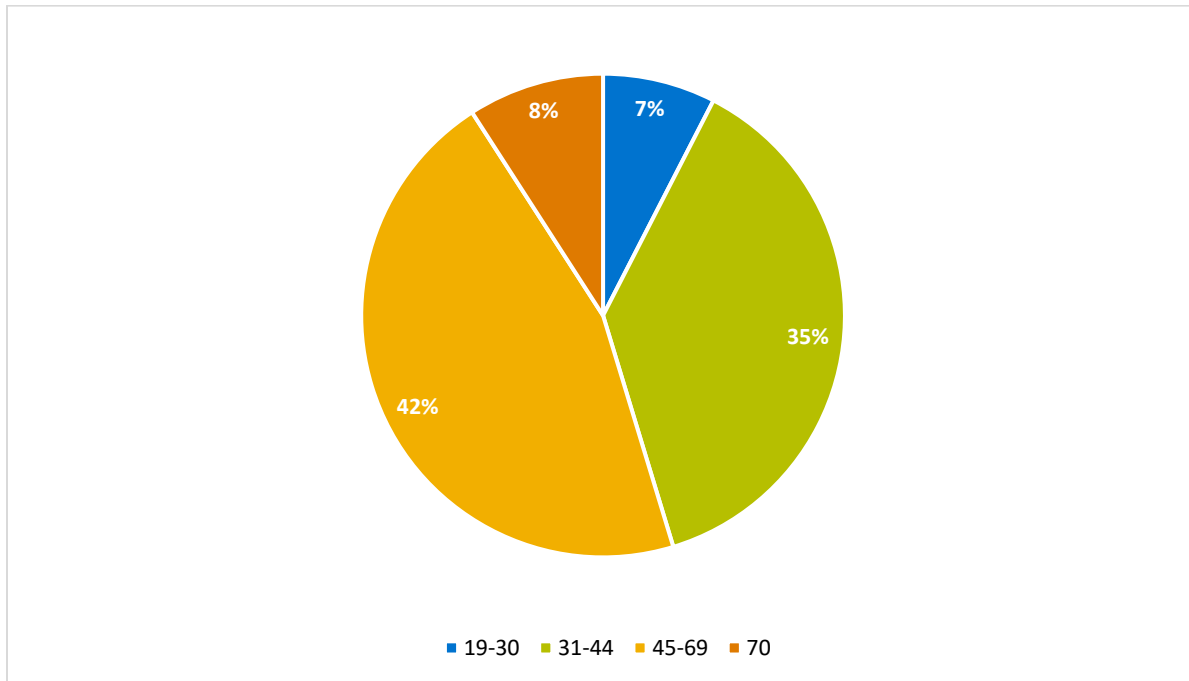
### Household identities

We heard from many couples living with and without children, as well as many diverse groups of households.



## Age

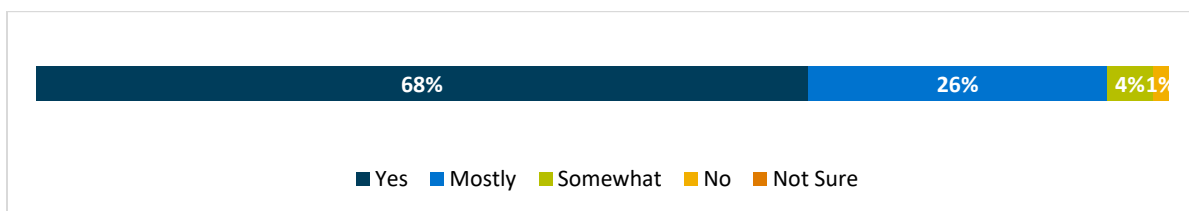
We heard from people who represent a diverse range of ages.



## Participant Feedback

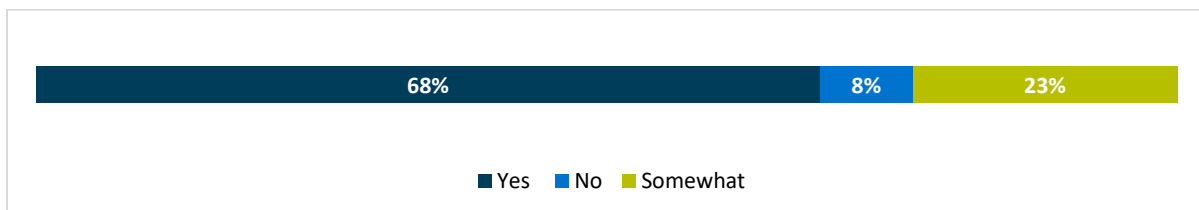
### Information provided

We asked participants if they had enough information to participate in a meaningful way. Most participants (68 per cent) said they had enough information.



### Understanding of how input will be used

We asked participants if they understood how their input would be used. Most participants (68 per cent) said they understood.



## Open House

We asked people to provide their feedback at the open house. Questions asked at this event were like the online survey. This section summarizes key themes from what we heard from the 13 participants who attended the open house.

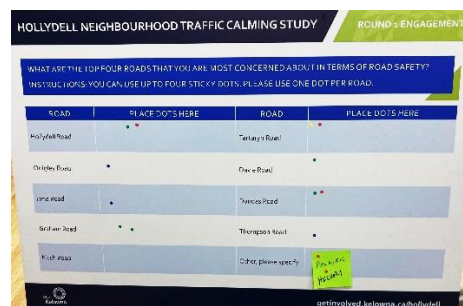
### Level of support for traffic calming measures

Participants had varying levels of support for different traffic calming measures. Some participants (4) were very supportive of speed humps.



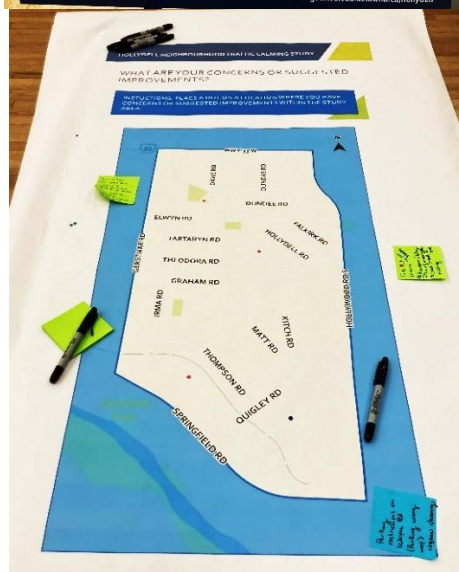
### Top four roads of most concern

Hollydell Road, Graham Road, Tartaryn Road, and Dundas Road were the top four roads selected by participants.



### Concerns and suggested improvements

Participants placed dots on the study area map to show locations where they had concerns. They also shared their comments on post-it notes. Some participants felt that people are driving too fast on Davie Road, especially going south, that there's no crosswalk to the nearby park, that cars often ignore speed signs and take shortcuts, and don't stop properly at Elwyn Road. Some participants noted vehicles on the wrong side of the road near Theodora and Tartaryn, where road lines are missing. Some noted illegal parking on Wayne Road and snow not being cleared properly.



## Next Steps

This study explores ways to address many road safety concerns through the implementation of traffic calming measures. Our engagement involves three phases of engagement. Phase 1 focused on identifying key issues and opportunities regarding traffic calming in the neighbourhood. This phase has now been completed.

Our next step is to carry out phase 2 of engagement. In this phase, we will give residents the opportunity to provide comments on preferred traffic calming options in the neighbourhood.

For more information about this project, go to <https://getinvolved.kelowna.ca/hollydell>