

### Project overview

The City of Kelowna, in partnership with BC Transit, is completing a transit exchange study to identify potential improvements for four transit facilities in Kelowna, including the Midtown / Orchard Park Exchange, Mission Recreation Exchange, Rutland Exchange, and Kelowna Airport Transit Station. Through public and stakeholder engagement and technical studies, potential improvements to enhance the facilities at each of these locations will be identified.

Potential improvements will meet several common goals, including the following:

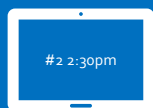
- Support future transit service expansion to align with increased ridership
- Support improved transit access through diverse transportation options such as park and rides and mobility hubs
- Improve interactions between transit buses, vehicles, pedestrian and bicyclists
- Enhance customer and bus operator convenience, comfort and safety

### Engagement overview

Through an online survey at [getinvolved.kelowna.ca](https://getinvolved.kelowna.ca), residents and transit riders in Kelowna and the Central Okanagan were invited to share their feedback on potential improvements at the four transit facilities.

Public feedback will inform the design process so that the project team understands what transit exchange features are most important and what could be improved.

#### Top “very important” transit exchange features:



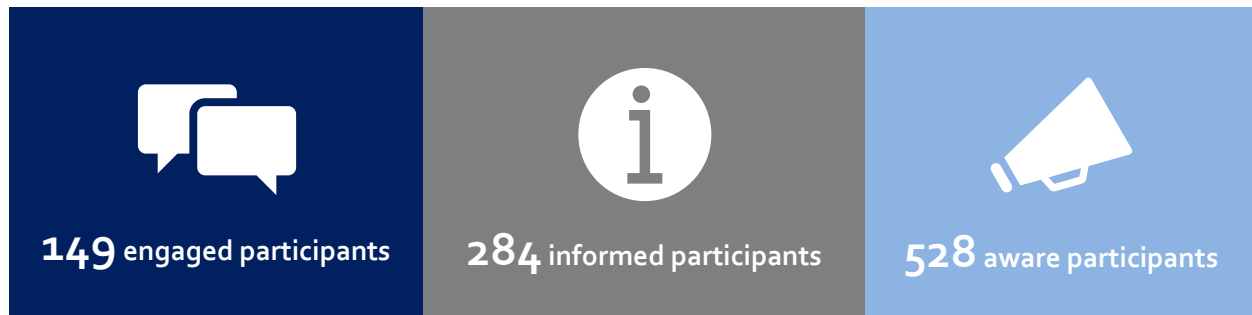
**74%**  
Real-time schedule  
information



**69%**  
Transit shelters



**67%**  
Lighting



## What we asked

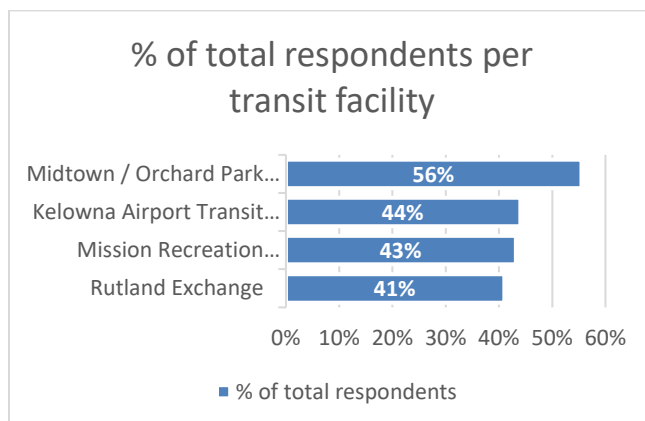
We asked participants a variety of questions specific to each transit facility, including:

- how they interact with each transit facility
- how they typically travel to the transit facility area
- what potential or existing transit facility features are important to them
- what changes they would make to existing features
- how comfortable it is to access and walk between the facility and surrounding areas
- opinion on suitability of a ridesharing zone at the facility
- whether improvements to nearby bicycling routes would improve access to the facility
- whether access to shared mobility such as bikes or e-scooters would make the facility more convenient
- what one improvement should happen in the future development of Kelowna transit exchanges
- other comments

## What we heard

### Overall themes

The transit facility that the majority of respondents were most interested in sharing feedback on was Midtown / Orchard Park, with 56 per cent of the total 147 respondents sharing feedback on this exchange.



### Overall recommendations

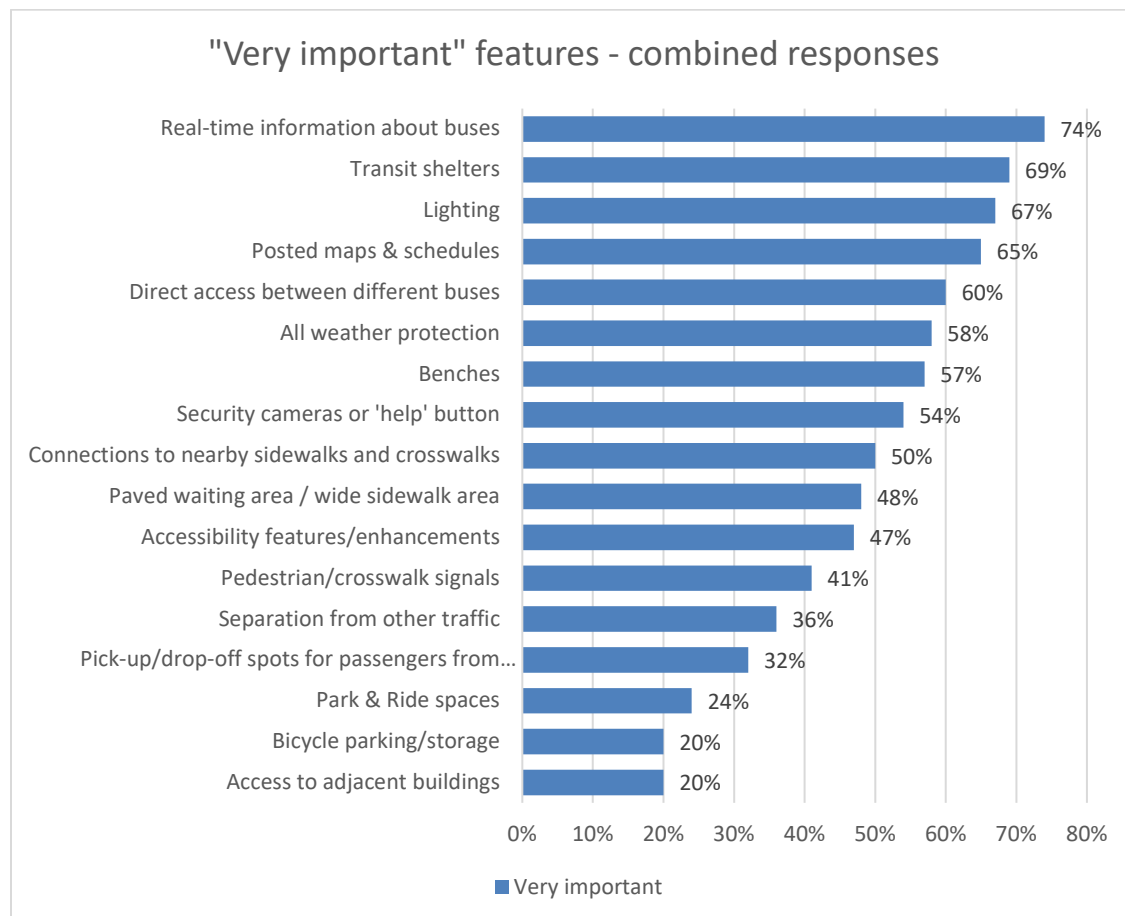
We asked respondents what one thing they would like to see happen in the future development of Kelowna transit exchanges.

Responses included suggestions for better bike connectivity, better connections between transit routes, better signage, better weather protection, design excellence similar to the Queensway Exchange, more shelters and seating, bus stops closer together, real time departure information, improved safety, improve accessibility, improved access to multi-modal transportation options such as bikes, scooters, ride hailing and car share, more benches, washrooms, heated shelters, park and rides where appropriate, better separation of transit exchanges from personal vehicles, design that supports overall efficiency, and making the exchanges an overall pleasant experience.

Other recommendations not related to the transit exchange facilities included increased transit frequency, direct service to the airport, skytrain service, dedicated transit lanes on the highway, making transit overall more convenient, and increased weekend service.

### Most important features

Based on all responses for all four transit facilities, the four transit exchange features rated as “very important” by the most respondents include real-time information about buses (74 per cent), transit shelters (69 per cent), lighting (67 per cent) and posted maps and schedules (65 per cent).



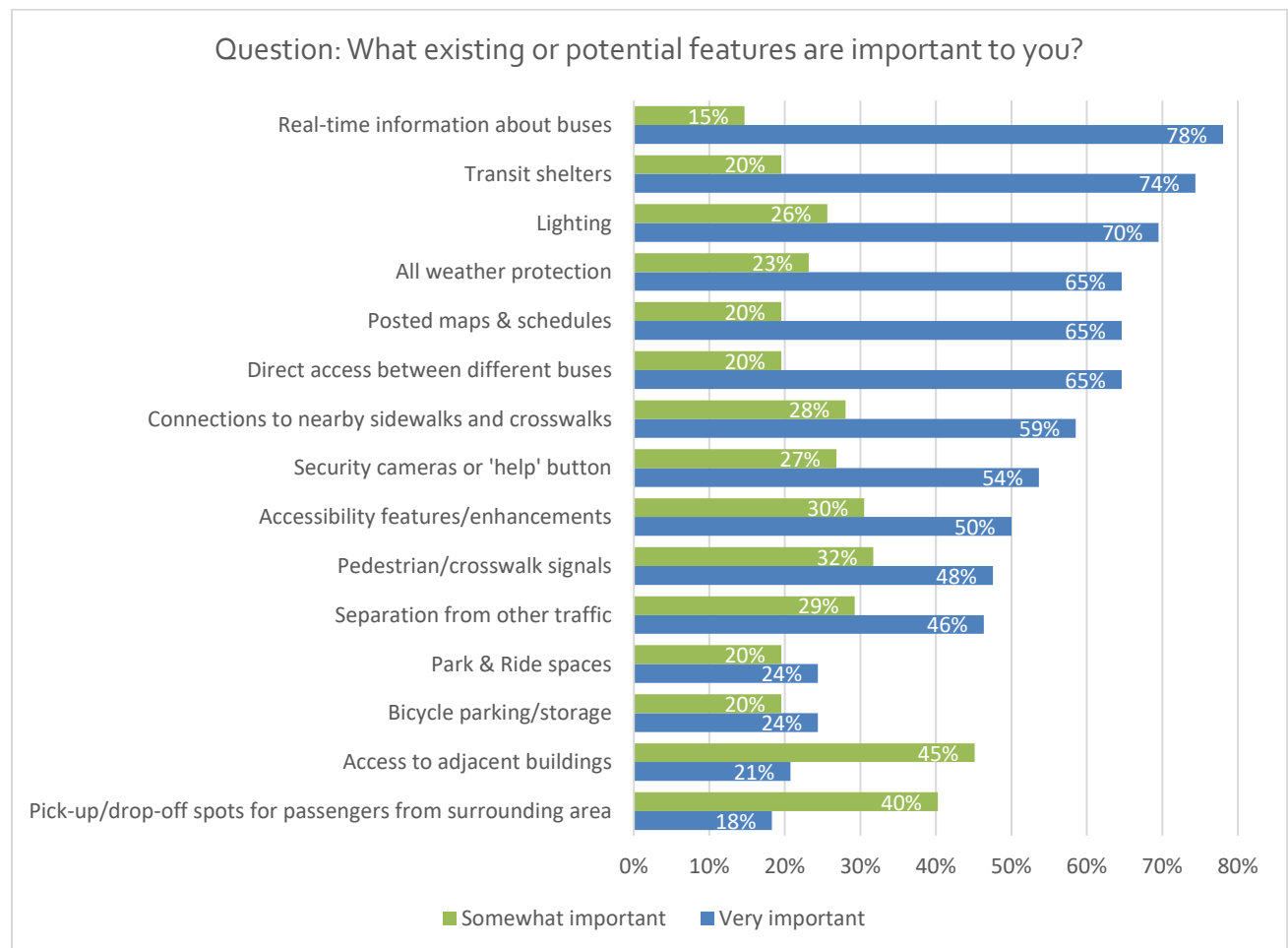
### Midtown / Orchard Park Exchange feedback

**Total respondents: 81**

Most respondents who completed this section either shop nearby (75 per cent), use transit nearby (63 per cent), and/or have a general interest in City projects (56 per cent).

#### Important existing or potential features

Respondents were asked to rate transit exchange features on a scale of “very important” to “not at all important.” The top three features rated as “very important” by the most respondents include real-time information about buses (78 per cent), transit shelters (74 per cent) and lighting (70 per cent).



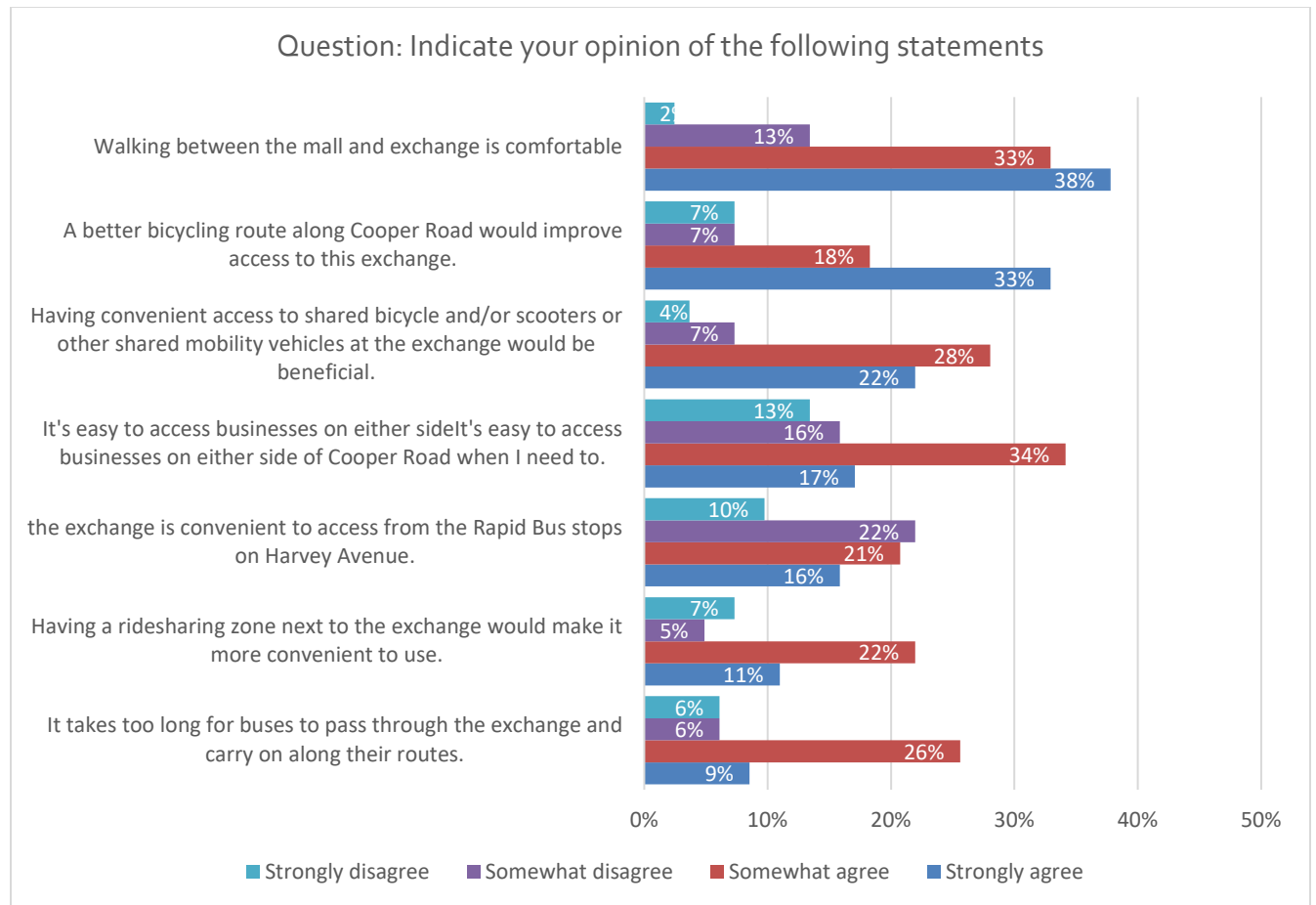
#### Recommended changes to existing features

Many comments for this questions were mostly follow-ups to their answers regarding importance of various features. For examples, many comments reiterated the importance of pedestrian safety,

general safety, improved weather protection, separation from other vehicle traffic, and accessibility and priority for seniors, people in wheelchairs, and parents with strollers.

### Opinion of various aspects of the exchange

Respondents were asked to rate their level of agreement, from “strongly agree” to “strongly disagree,” with various statements about the exchange. The purpose of this question was to better understand some of the existing challenges. The top issue identified from this question is that some respondents don’t find the exchange convenient to access from the Rapid Bus stops on Harvey Avenue. Fifty-one percent of respondents either somewhat or strongly agreed that a better bicycling route along Cooper Road would improve access to the exchange.



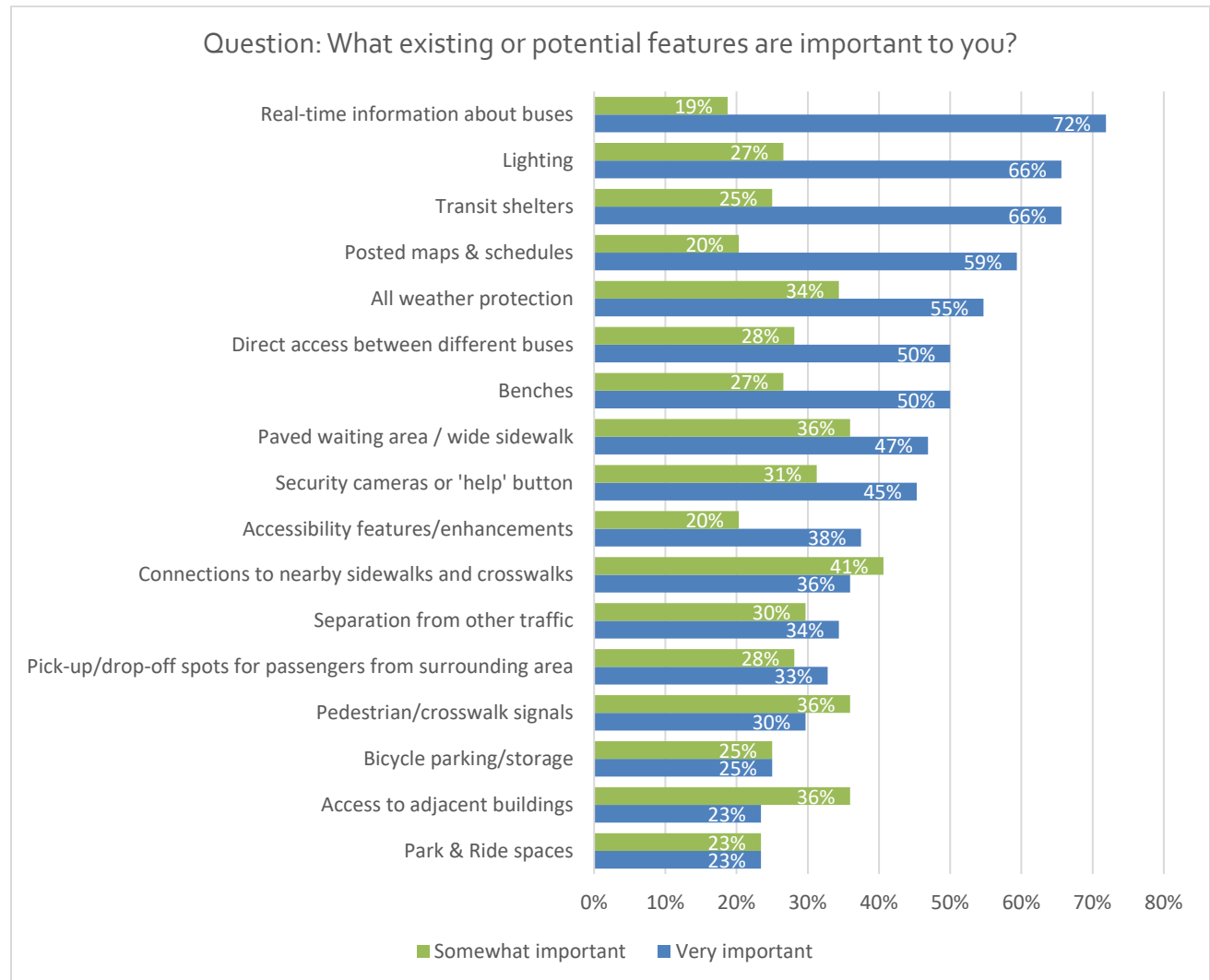
## Mission Recreation Exchange feedback

**Total respondents: 64**

Of the respondents who completed this question, most indicated they access City facilities nearby (70 per cent), use transit nearby (54 per cent), have a general interest in City projects (54 per cent), and/or live nearby (48 per cent).

### Important existing or potential features

Regarding the Mission Recreation Exchange, the features ranked as “very important” by more than half of respondents include real-time information about buses (72 per cent), lighting (66 per cent), transit shelters (66 per cent), posted maps and schedules (59 per cent) and all weather protection (55 per cent).

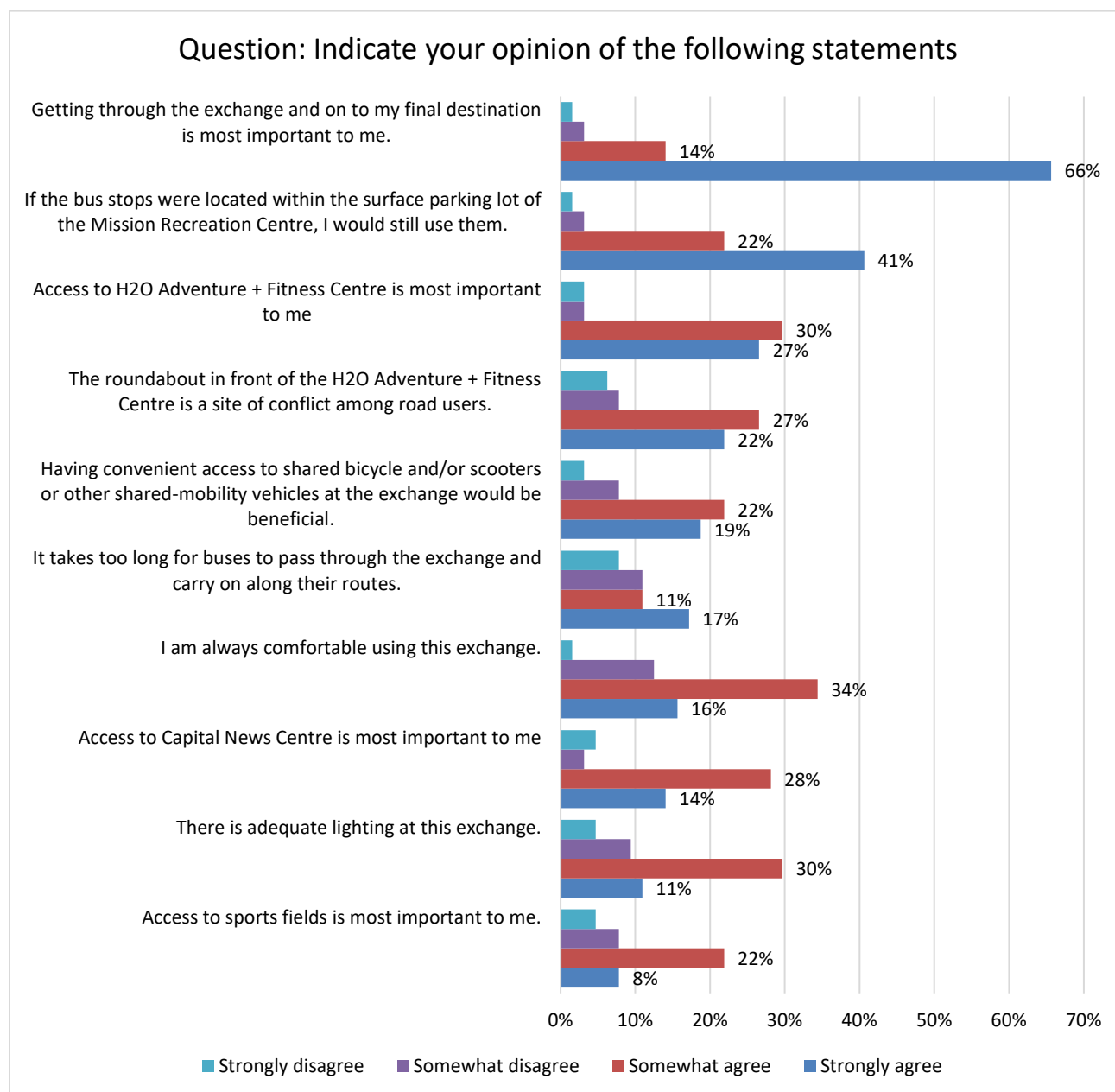


### Recommended changes to existing features

Comments about recommended changes included suggestions to add a park and ride area, bike share availability, washrooms, real-time schedule information, better connections between buses, increased security, bike lockers, relocation to a lower-traffic area with fewer conflicts with other vehicles and pedestrians, relocation closer to Gordon Drive, increased seating, and a larger sheltered area.

### Opinion of various aspects of the exchange

Of note, results show that 66 per cent of respondents “strongly agree” that getting through the exchange and on to their final destination is most important.



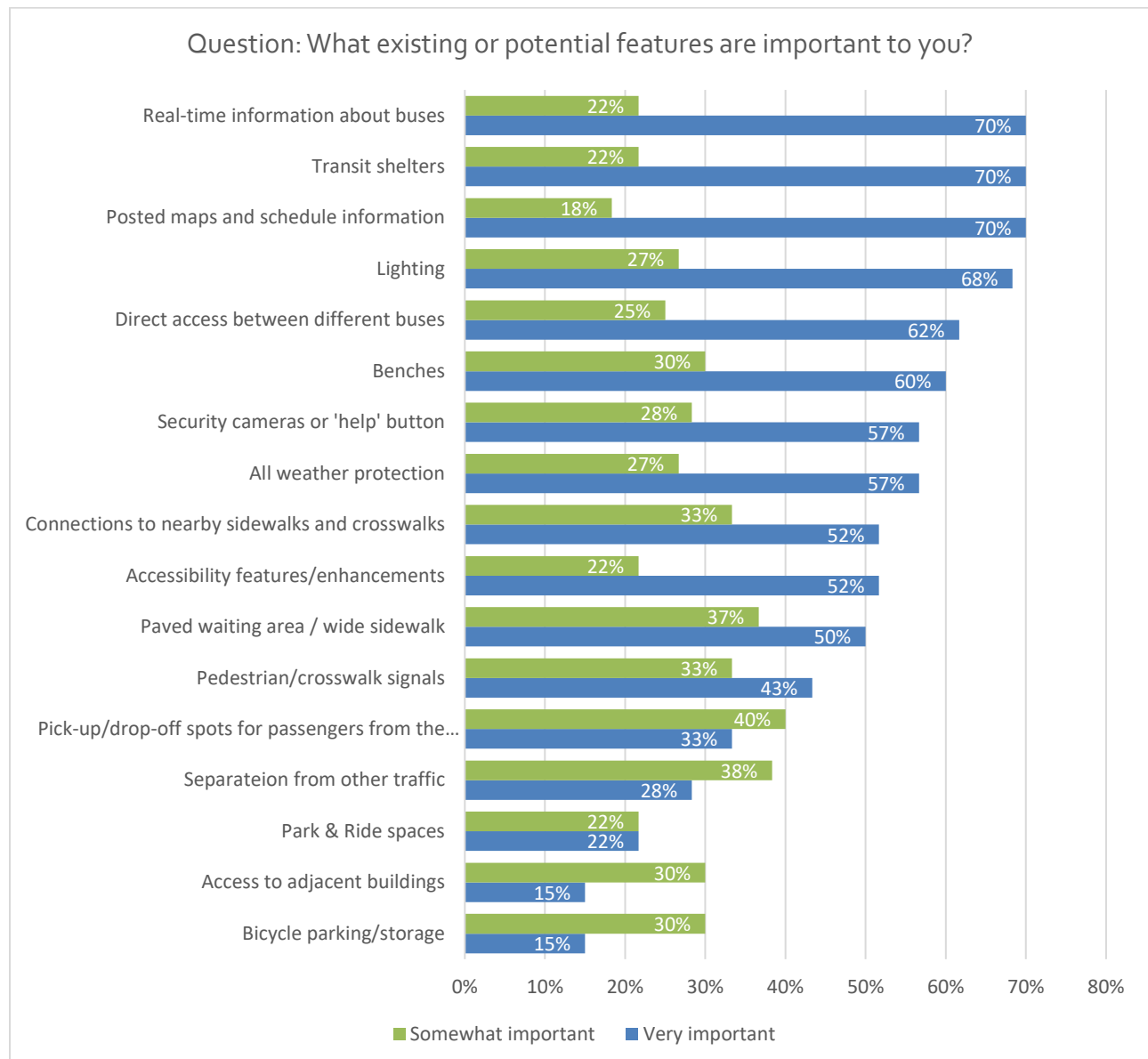
## Rutland Exchange feedback

**Total respondents: 60**

Of those who completed this section, many indicated they use transit nearby (72 per cent), have a general interest in City projects (30 per cent), and/or live nearby (48 per cent).

### Important existing or potential features

The features ranked as “very important” by more than 50 per cent of respondents include real-time information about buses (70 per cent), transit shelters (70 per cent), posted maps and schedule information (70 per cent), lighting (68 per cent), direct access between different buses (59 per cent), benches (57 per cent), security cameras or ‘help’ button (54 per cent), and all weather protection (54 per cent).



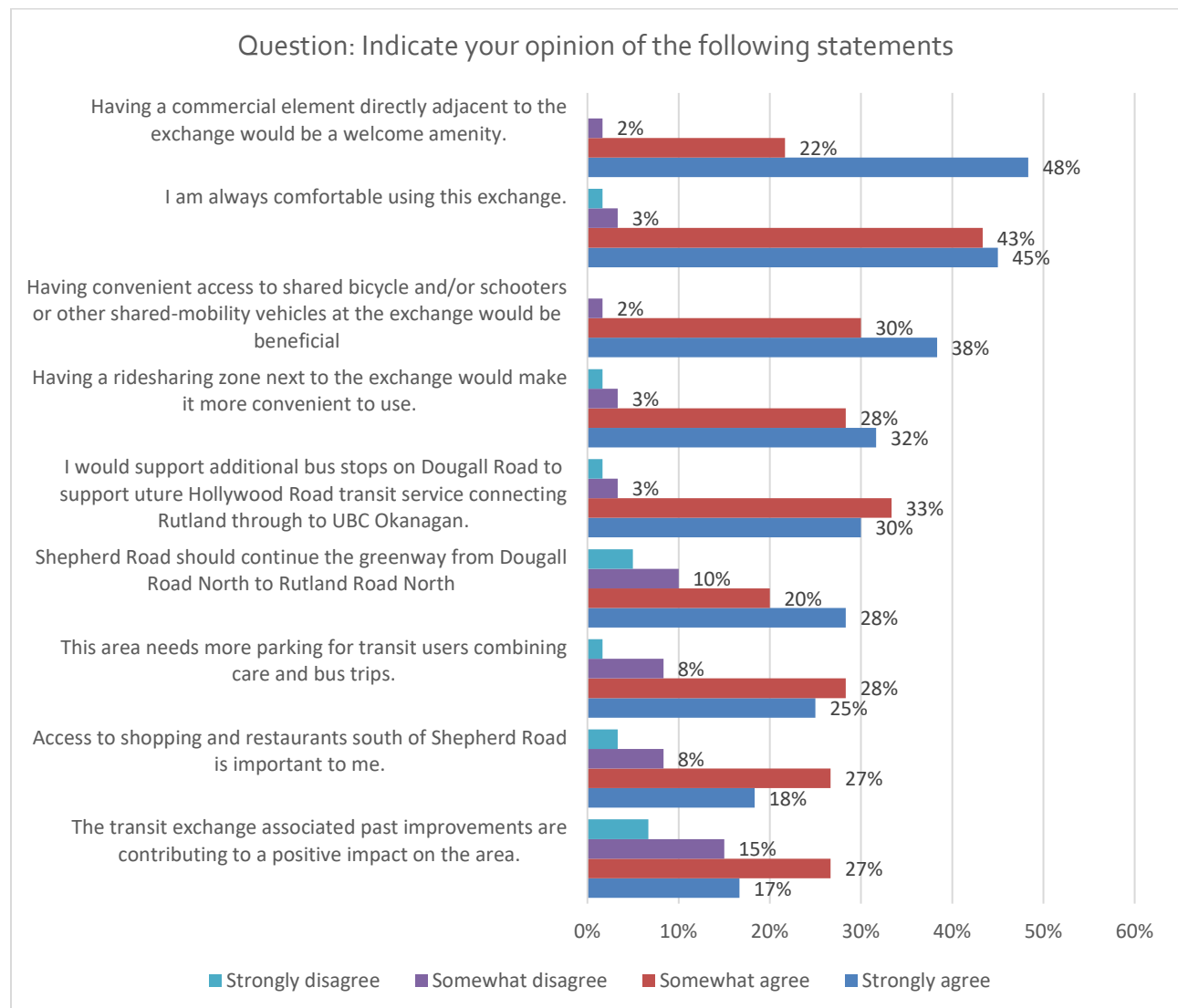


## Recommended changes to existing features

Suggested changes at this transit exchange included addition of bike lockers, better weather protection, better transfer to other bus routes, real-time arrival information, washrooms, heated shelters, increased security, more secure bike racks, better separation from other vehicle traffic, pick-up/drop-off spot, sidewalks for improved pedestrian access, and closer proximity to Rutland Senior centre, beautification of the space. Of note, one respondent recommended improving accessibility including visibility/accessibility of signs and schedule information; for example, the signs and schedule information should be available lower down so individuals in wheelchairs, for example, can see the information.

## Opinion of various aspects of the exchange

Results indicate that most respondents either somewhat or strongly agree that they are comfortable using this exchange and would welcome a commercial element adjacent to the exchange.



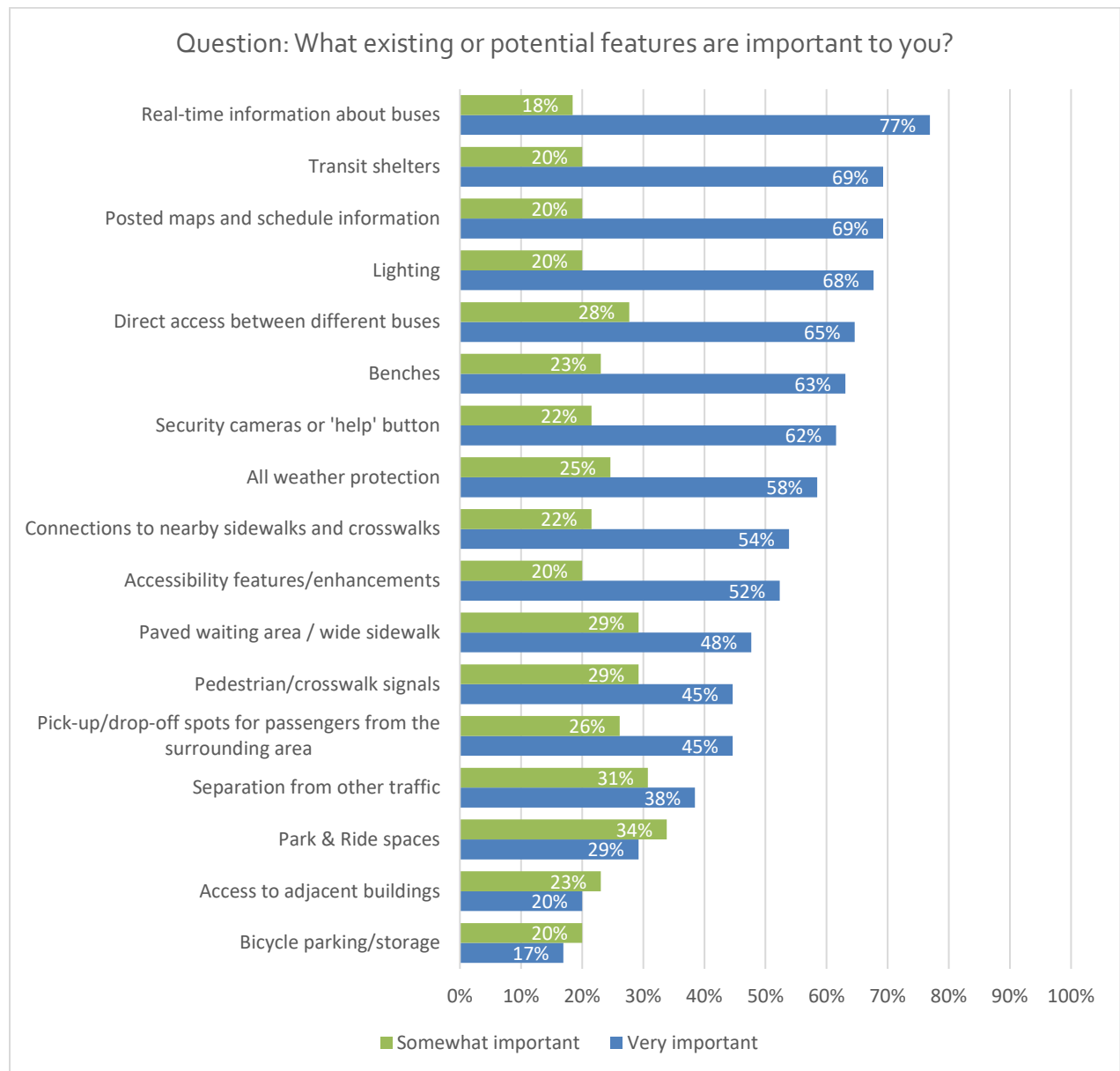
## Airport Transit Station Exchange feedback

**Total respondents: 64**

Of those who completed this section, most indicated they have a general interest in City projects (78 per cent).

### Important existing or potential features

The features ranked as “very important” by more than 60 per cent of respondents include real-time information about buses (77 per cent), transit shelters (69 per cent) posted maps and schedule information (69 per cent), lighting (68 per cent), direct access between different buses (65 per cent), benches (63 per cent) and security cameras or ‘help’ button (62 per cent).



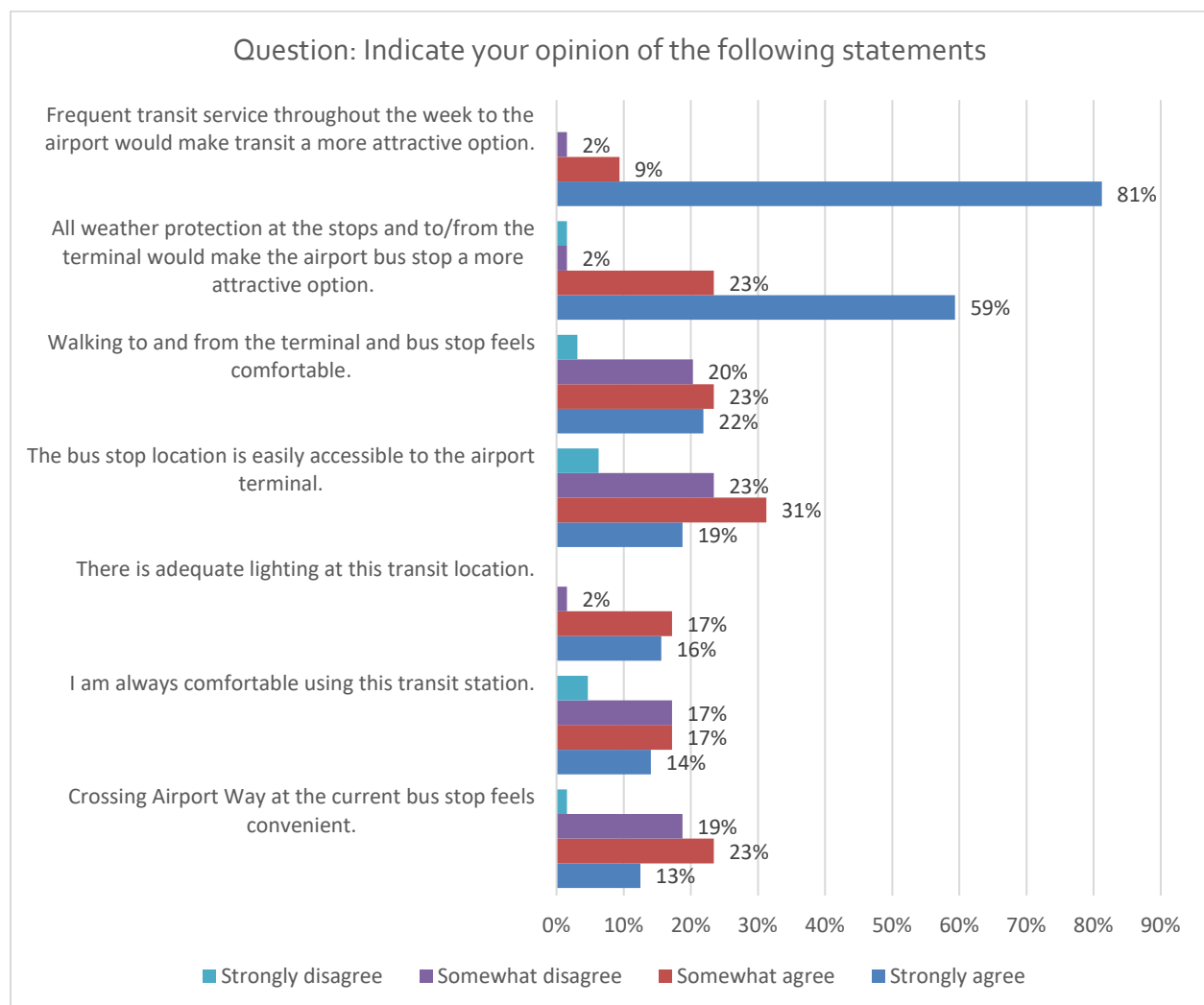
### Recommended changes to existing features

Comments related to facility improvements included better/increased signage within and outside the terminal to the transit station, more information about where to buy transit fares, more direct access between the transit station and the airport, better separation from other vehicle traffic, long-term bike parking, designated disability spaces (i.e. large enough for people in a wheelchair and their luggage), heated shelter, and basic schedule information.

Many respondents also commented on the need for better, direct, more frequent service to the airport.

### Opinion of various aspects of the exchange

Notable results include that most respondents strongly agreed that frequent transit service (81 per cent) and all weather protection (59 per cent) would make transit a more attractive option.



## About the respondents

### How respondents “relate” to the transit facilities

We asked how respondents “relate” to each exchange. The average combined results are as follows.



60% have a general interest in City projects



58% use transit nearby



39% access City facilities nearby



36% shop nearby



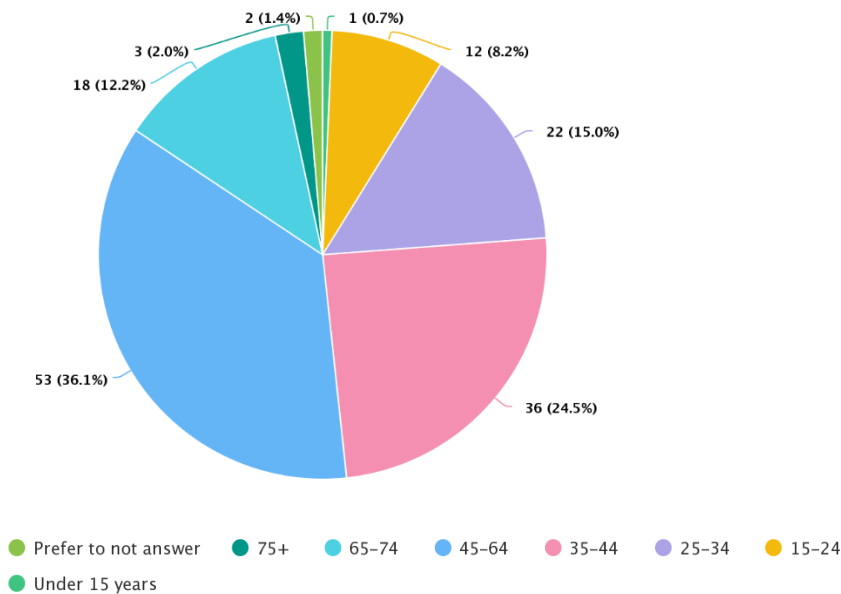
29% live nearby



18% work nearby

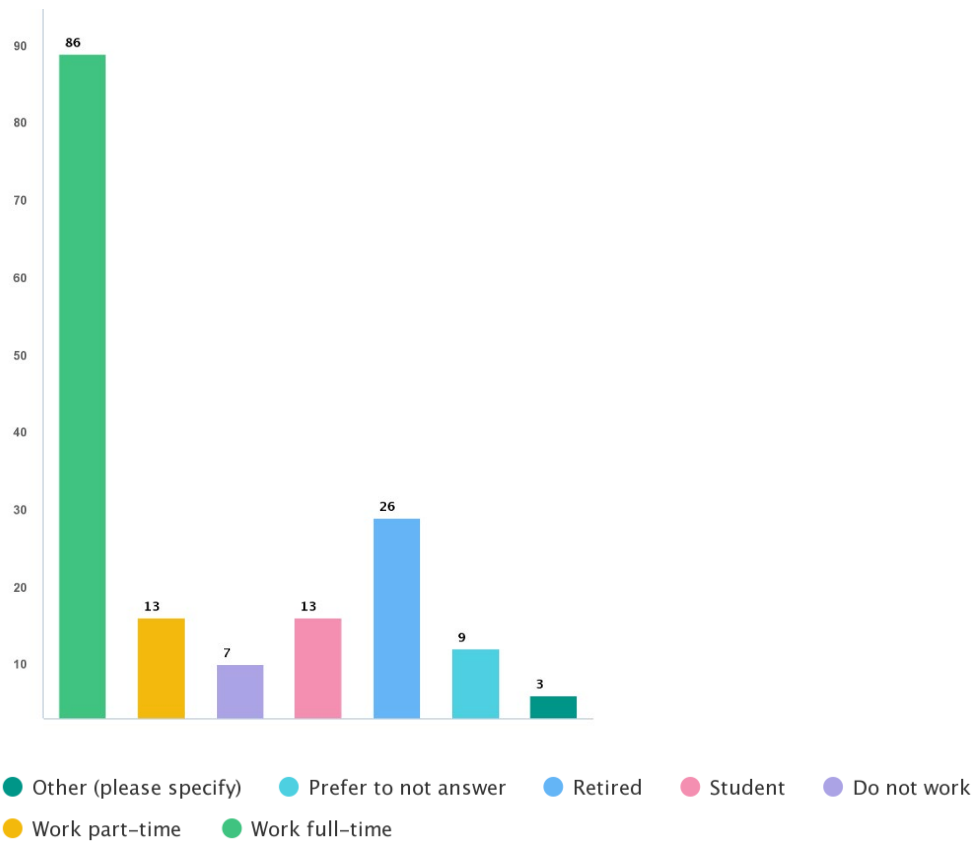
### Age

The age group that had the most respondents included the 45-54 age group, followed by 35-44. The age group with the least participation included the 75+ age group.



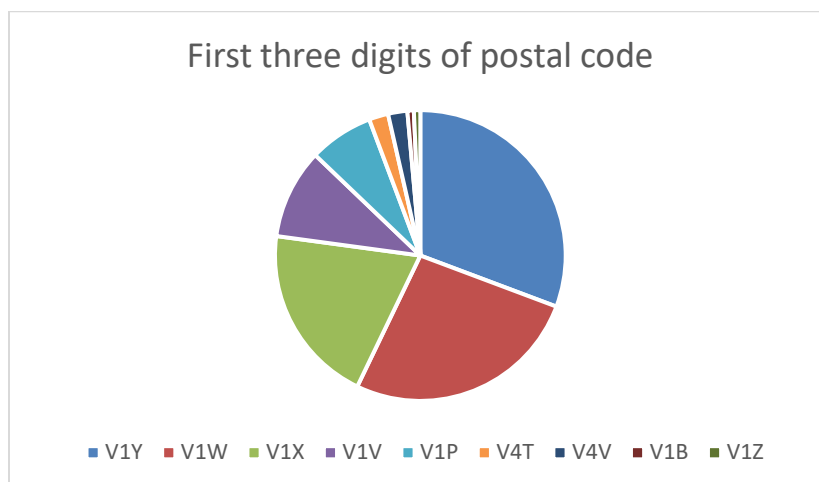
## Employment status

The majority of respondents (59 per cent) indicated that they work full-time.



## Area of residence

The majority of respondents are from the V1Y / Central Kelowna (31 per cent), V1W / Southwest Kelowna (27 per cent) and V1X / East Central Kelowna (20 per cent) postal code areas.



## Public outreach & promotion

A variety of methods were used to promote the project and engagement opportunity, including the following.

- News release, July 7 (3,348 recipients, 39% open rate, 3% click rate, 3 media stories)
- Gov Delivery email update, July 16 (1,975 recipients, 33% open rate, 5% click rate)
- Social media posts (Facebook, Twitter, Instagram) – City of Kelowna and YLW channels
- Social media advertising (176,161 people reached, 115 link clicks)
- Newspaper City in Action ad, July 10
- Homepage highlight on kelowna.ca and smartTRIPS.ca websites
- Posters at transit exchanges
- E-mail to regional partner communicators

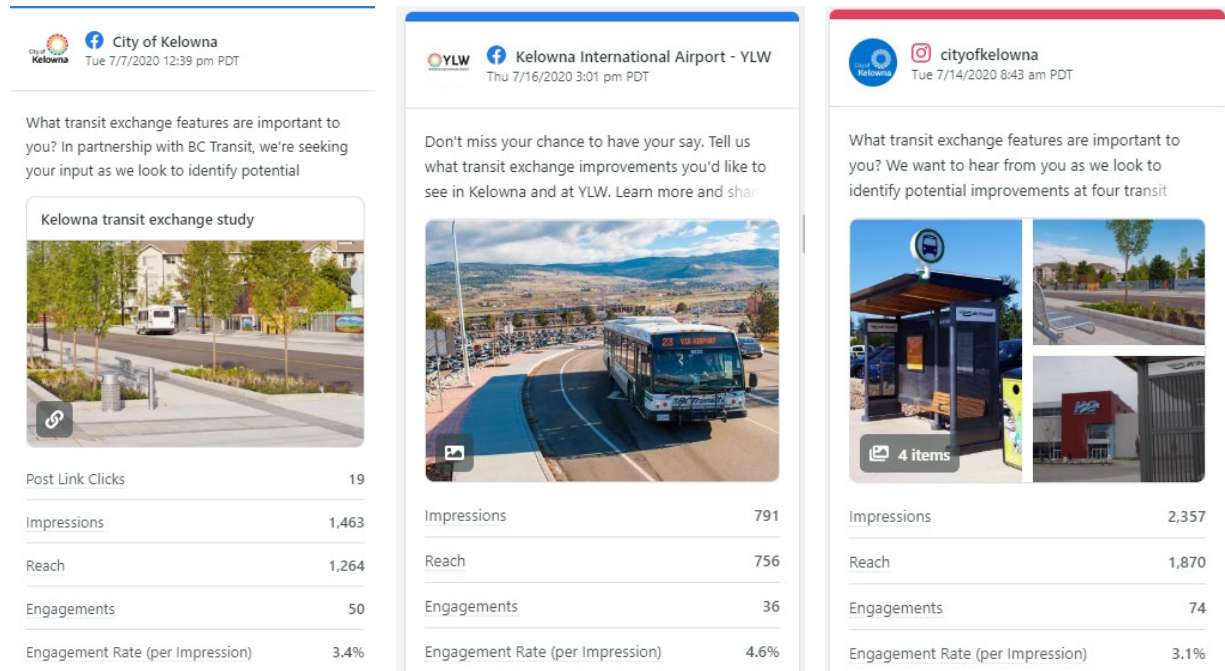


Figure 1 Screenshots of promotional social media posts

## Next steps

Next steps include developing design options in consideration of public feedback, reporting back on key outcomes, refining design options, and presenting a final report to Council in November 2020.