



City of  
**Kelowna**

# Engagement summary report:

## 2040 Transportation Master Plan | Phase 5

Fall 2021

**Purpose of engagement:** To inform and consult with residents and stakeholders on key directions being taken with the Transportation Master Plan

**Engagement timeline:** September-October 2021





# Table of contents

Executive summary .....	1
The road to 2040: looking back on our engagement journey .....	2
Participation pathway, TMP 2018-2021 .....	2
Phase 5 engagement overview .....	3
Engagement strategy .....	3
Ways that we engaged.....	3
Phase 5 participation at a glance .....	3
What we heard .....	4
Key themes.....	4
Survey results .....	5
Virtual focus groups .....	11
Stakeholder feedback .....	13
Summary of correspondence .....	14
Conclusion .....	14
Public outreach.....	15
Engagement feedback .....	15
About our survey respondents.....	16
Appendix A: TMP engagement in review .....	18
Phase 1-2 Recap: vision & goals.....	18
Phase 2 Recap: Pick your Path and Neighbourhood Expos .....	18
Phase 3 Recap: Budget Allocator .....	20



## Executive summary

The 2040 Transportation Master Plans sets the direction for a vibrant city where people and places are conveniently connected by diverse transportation options.

## Public engagement

The 2040 TMP journey has unfolded over the course of several years, bringing the community together to build an action plan for our city's transportation future – the result is a forward-thinking plan that sets out to reduce our community's carbon footprint and make sure that everyone can get around safely and easily.

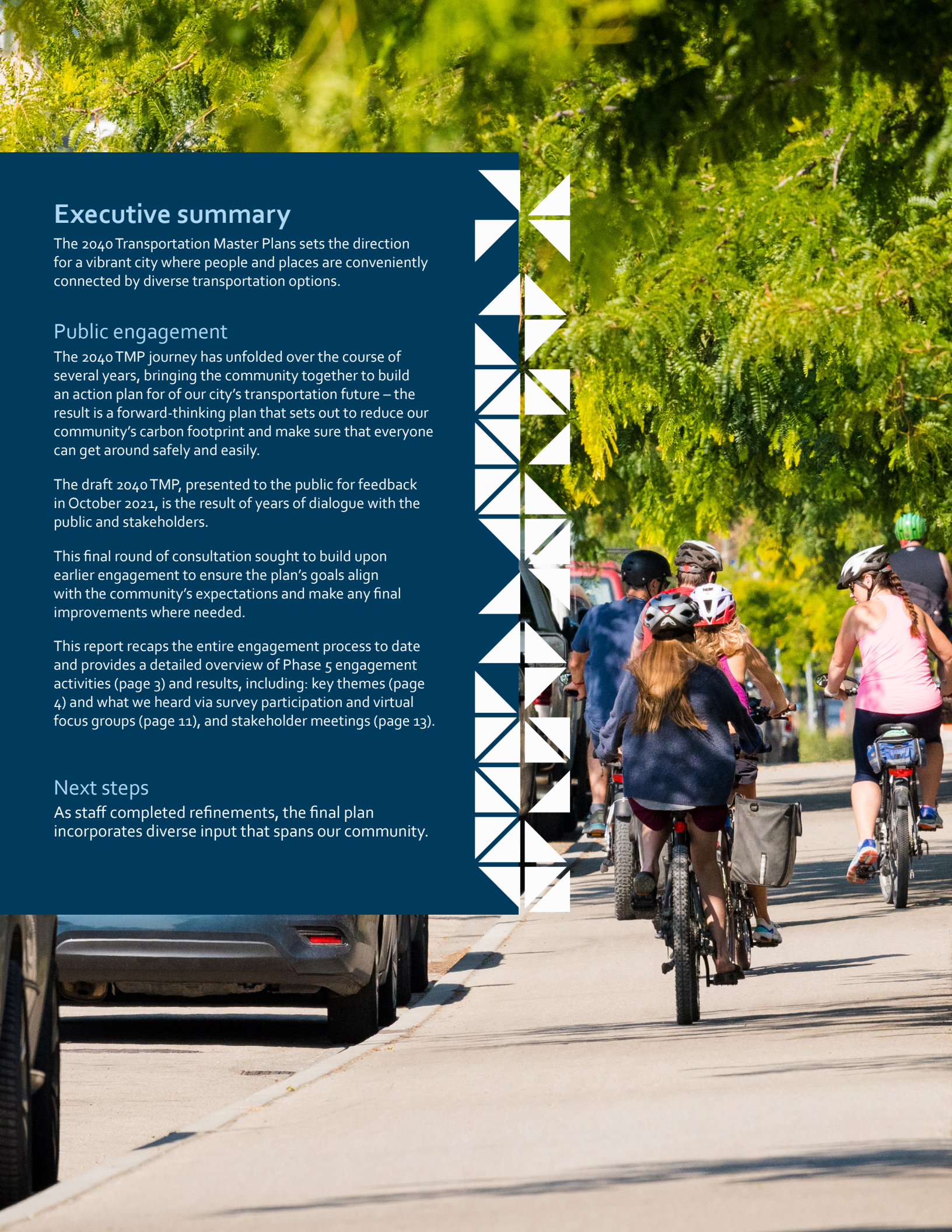
The draft 2040 TMP, presented to the public for feedback in October 2021, is the result of years of dialogue with the public and stakeholders.

This final round of consultation sought to build upon earlier engagement to ensure the plan's goals align with the community's expectations and make any final improvements where needed.

This report recaps the entire engagement process to date and provides a detailed overview of Phase 5 engagement activities (page 3) and results, including: key themes (page 4) and what we heard via survey participation and virtual focus groups (page 11), and stakeholder meetings (page 13).

## Next steps

As staff completed refinements, the final plan incorporates diverse input that spans our community.





# The road to 2040: looking back on our engagement journey

In 2018, the City of Kelowna began the process to update its Transportation Master Plan (TMP) and Official Community Plan (OCP) - however, the development of the TMP began, in large part, with our Imagine Kelowna community vision.

## Participation pathway, TMP 2018-2021

Following Imagine Kelowna, the TMP and OCP projects undertook a series of complementary public and stakeholder engagement initiatives. The complete TMP engagement journey is summarized below.

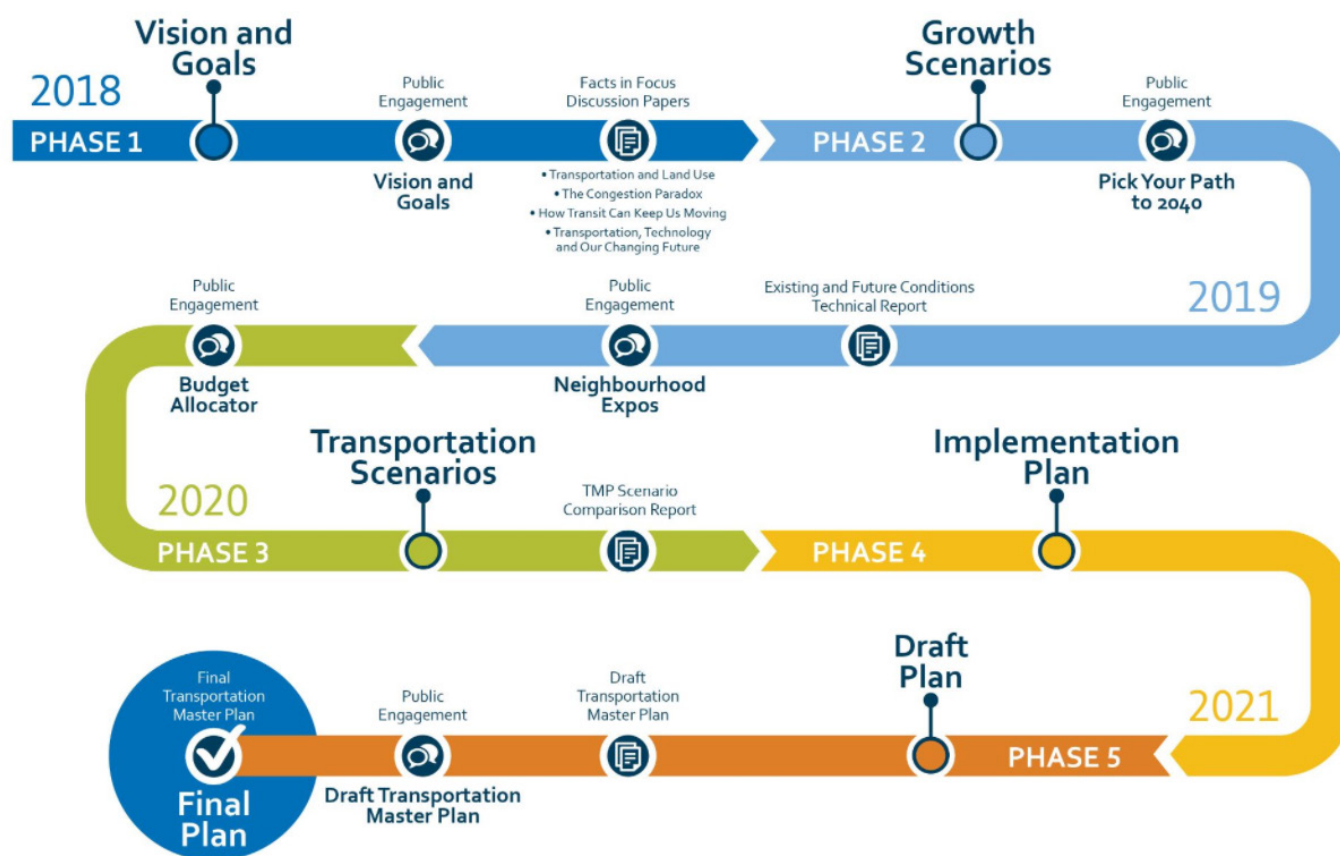


Figure 1. Summary of public participation, 2018-2021. See Appendix A for a detailed summary of TMP engagement phases 1-3

### 4630 survey completions

522: vision & goals  
142: neighbourhood expos  
300: phone surveys  
1261: phase 3 follow-up survey  
1600: budget tool  
228: phase 5

### 12000+ community inputs

4630 surveys  
1176 exhibit participants  
135 map pins  
275 open house attendees  
5250 instagram quiz responses  
28 workshop/focus group attendees



## Phase 5 engagement overview

In Fall 2021, the draft 2040 TMP was presented to the public and engagement was designed to build on earlier rounds of public engagement, including Imagine Kelowna. The remainder of this report focuses on feedback received through 2021 public engagement activities and includes brief summaries of results.

### Engagement strategy

Because the draft 2040 TMP was shaped over the course of several years, through multiple rounds of engagement, final engagement did not revisit topics where the public's preferences are already well understood or where there is pre-established direction that has been endorsed by Council (e.g. the growth scenario).

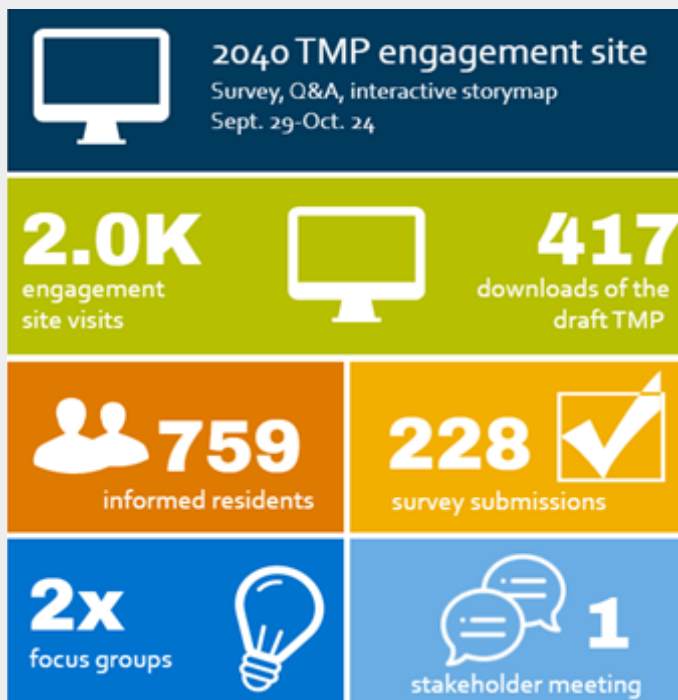
This final phase of engagement set out to inform and consult with public and stakeholders on the Draft 2040 TMP recommendations to:

- Achieve fast and reliable transit
- Develop safe and connected bicycle routes
- Create walkable neighborhoods
- Improve and maintain our road network
- Help people use and enjoy new ways of getting around

### Ways that we engaged

Phase 5 engagement spanned approximately three weeks and included a variety of options for participation. Due to ongoing public health and safety concerns related to COVID-19, engagement took place primarily online. Due to the extensive scope of information contained in the TMP, engagement had a strong educational component.

### Phase 5 participation at a glance



### Limitations

While a variety of tactics were used to reach a diverse range of citizens (see: Public outreach), open surveys are not a random sample of Kelowna citizens. We have weighted responses to reflect the population by age, neighbourhood, and housing tenure. Still, due to the opt-in nature of participation, results do not necessarily reflect the views of all Kelowna citizens.

To improve the quality and reliability of data, the TMP survey required participant registration – at the same time, this may have contributed to nominally lower participation rates. It is important to bear in mind, however, that participation often decreases during the final stages of a multi-year engagement as the focus of engagement narrows.

## What we heard

The foundations of the TMP continue to see strong support. In keeping with the feedback heard during the Imagine Kelowna, Pick Your Path and the Neighbourhood Expos process, key directions that guide the draft Plan's objectives continue to be supported by participants in the engagement process.

Some comments received from the public were related to specific areas of the City or fall outside of the scope of the TMP itself. These comments will be considered separately.

### Key themes



#### Increasing transportation options

Many comments spoke to a desire for increasing transportation options besides driving. To encourage more people to bike, responses highlighted the need to add more bike routes separated from traffic. For transit, comments spoke to a range of issues from the need to improve reliability, frequency of buses, sense of safety on transit, and the geographic coverage of transit service. To encourage more people to walk, the most common theme identified by residents was a lack of sidewalks, safe places to cross busy roads, and nearby destinations to walk to.

One common theme was that the City should do more to improve the convenience and safety of walking, biking, and transit before promoting them. Other respondents thought attempts to shift away from driving were unrealistic. The difficulty of biking in the winter and a cultural preference to drive instead of taking transit were commonly mentioned.



#### Concern about traffic congestion and growth

While there was general support for encouraging more transportation options, we also heard many concerns about growing traffic congestion. Responses often mentioned multifamily development in the Core Area and Downtown. The Clement Extension was the most commonly mentioned recommendation in the TMP. Lakeshore Rd was the most frequently mentioned location of concern for increasing traffic.

One common theme is that the City is not being proactive with infrastructure investment in the face of population growth. On a related note, we heard that developers or wealthy neighbourhoods are not paying their fair share for transportation investment.

Much of the feedback we heard on this topic was related to Highway 97, which is under Provincial jurisdiction. Support for a second bridge, highway bypass, or turning Harvey Avenue into a freeway was commonly mentioned.



#### Focusing on Urban Centres and the Core Area

We heard from many residents of Suburban Neighbourhoods who were disappointed by the plan's focus of increasing transportation options in the Core Area. People thought the plan should promote walking, biking, and transit in every part of the city. Common themes included a lack of transit service in the Wilden / Clifton area and a need to expand road capacity in the Southwest Mission.



#### Improving public safety

Safety was frequently mentioned. There was support for controlling speeding and reducing speed limits, particularly on residential streets. More protection for people walking and biking from traffic was a common theme. Concerns about bike theft were frequently cited as a barrier to biking more, as was poor lighting at night for people to feel safe.



#### Climate action

Another frequent theme was the draft TMP was not ambitious enough to respond to the climate emergency. Participants thought that climate action should underpin every recommendation in the plan, or should have been highlighted in its own chapter or section.



## Survey results

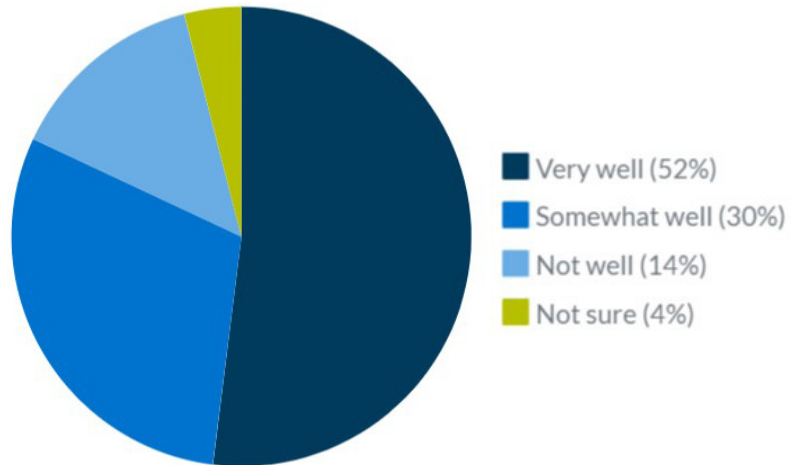
The 2040 TMP survey consisted of several multiple-choice options, with opportunities for qualitative input.

The survey provided background on the key recommendations and sought to understand whether these recommendations are supported. Participants were also asked for input on how to improve upon the key directions to identify any necessary refinements.

### Maintain and renew existing infrastructure

Participants were asked how well the following recommendations will help maintain and renew existing infrastructure:

- Increasing investment in maintenance and renewal by approximately 30 per cent to help fund activities such as repaving roads, fixing potholes, repairing sidewalks, landscaping, street sweeping, and snow clearing.



### Summary of comments

As this was the first question in the survey, responses strayed to all topics covered by the Transportation Master Plan. Common responses related to infrastructure maintenance included support for better snow clearing of sidewalks and bike lanes. Other comments suggested that biking, and to a lesser degree walking, are not viable in the winter.

There were also several comments that the city appears to be repaving roads quite frequently, and that perhaps this money could be better spent elsewhere.

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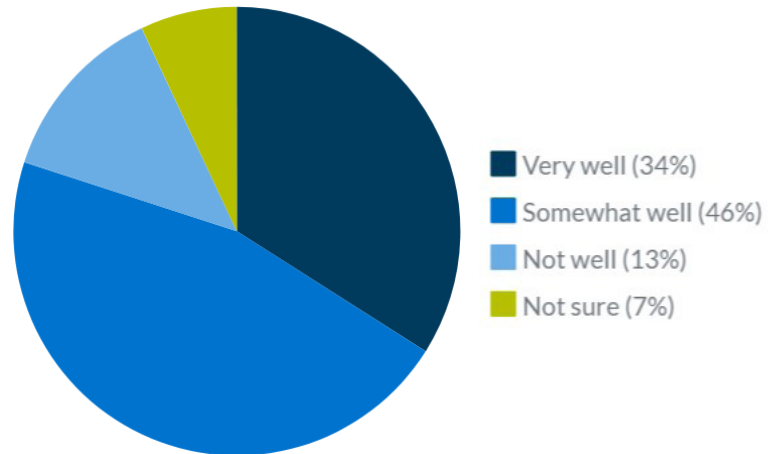
*Probably don't need that much money for roads if hopefully less of us are driving. BTW, I lived in Wpg previously and the streets there are always riddled with potholes and life goes on. I feel, instead of running out and paving over one pothole, we could let things degenerate a bit and put that money towards homelessness or something more important than a smooth surface for cars.*

*Survey response*

## Achieve fast and reliable transit

Participants were asked how well the recommendations in the draft 2040 TMP will help achieve fast and reliable transit. Examples of recommendations in the draft 2040 TMP include:

- More frequent transit service on our busiest routes including the Transit Supportive Corridors identified in the 2040 OCP and many other areas of the city.
- A new transit operations centre that will allow us to more than double our transit fleet and accommodate electric buses
- Dedicated transit lanes on Harvey that will help move more people along this key corridor and allow buses to avoid traffic and stay on schedule. This aligns with the recommendations in the Regional Transportation Plan.
- New transit priority infrastructure that would make transit more reliable and convenient for riders (for example transit signal priority and bypass lanes for buses)



### Summary of comments

When asked how the recommendations might be improved, common responses included support for mass transit (e.g. light-rail or Skytrain), support for expanding transit pass programs for major employers and low income residents, and increasing the reliability of transit service.

Other common themes were that transit will never be an attractive option for most residents, concern about the impacts of Harvey transit lanes on vehicle traffic, and the need for a better sense of safety on transit.



*Kelowna's transit plan centres students instead of taking into consideration the needs of a variety of different peoples needs. Poor people. Disabled people. Seniors. A flaw that that has been at the centre of transit decisions for decades.*

*Survey response*

*Fast and reliable are not adjectives commonly used to describe transit systems based entirely on buses.*

*Survey response*



## Improve road connections

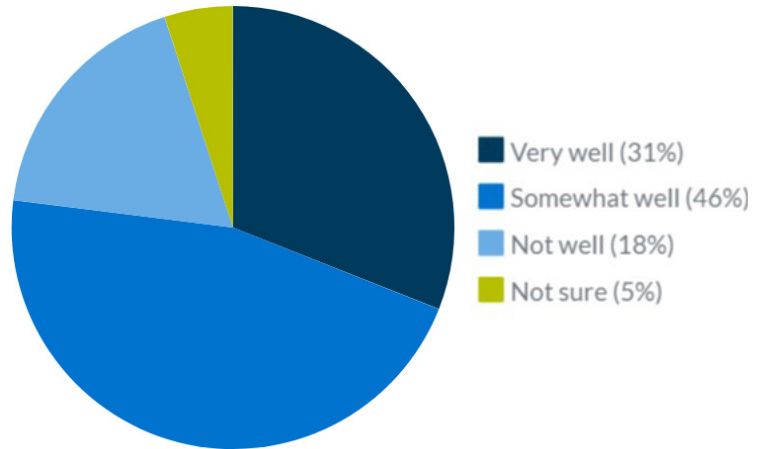
Participants were asked how well the recommendations in the draft 2040 TMP will help improve road conditions. Examples of recommendations in the draft 2040 TMP include:

- Extending Clement Avenue from Spall Road to Highway 33, which is recommended for consideration in conjunction with dedicated transit lanes on Harvey Avenue, and aligns with the recommendation in the Regional Transportation Plan
- Safety improvements along Glenmore Road (such as widening shoulders and straightening curves)
- Improving Rutland Road for vehicles and so more people can safely bike, walk and take transit
- Several of the projects identified in the Okanagan Gateway Transportation Study, such as completing Hollywood Road from McCurdy Road through Highway 97 to John Hindle Drive



77%

of survey respondents said the recommendations will help improve road connections (31% very well, 46% somewhat well)



### Summary of comments

When asked how the recommendations might be improved, common responses identified a need to increase vehicle capacity to the Southwest Mission, support for a highway bypass of Kelowna, and a need to prioritize the safety of people walking and biking in the design of road projects.

A roughly equal number of comments were received for and against the Clement Extension, with the most common reason for concern being impacts on the Rail Trail and natural areas around Mill Creek.



*Urbanization of streets and fixing gaps in the grid. Kelowna doesn't need more roads, it just needs better roads that are more connected*

*Survey response*

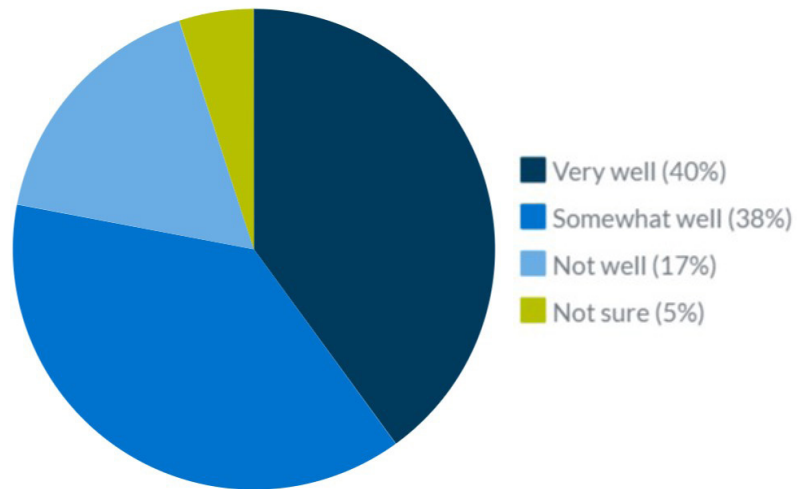
*With our population growing the way it is, it is unrealistic for building more roads to be the only solution.*

*Survey response*

## Develop safe and connected bicycle routes

Participants were asked how well the recommendations in the draft 2040 TMP will help develop safe and connected bicycle routes. Examples of recommendations in the draft 2040 TMP include:

- Connecting the Okanagan Rail Trail and the Mission Creek Greenway
- Making it easier to bike to UBC Okanagan from Glenmore with a new multi-use path between Scenic Road and John Hindle Drive
- Improving biking downtown with new protected routes along Bertram Avenue and Leon -Lawrence Avenues
- Completing the Ethel St active transportation corridor (Okanagan Rail Trail to Rotary Beach) and the Abbott St active transportation corridor (KGH to Gyro Beach). In addition, building a new bicycle route between Ethel and Abbott through the Pandosy Urban Centre near Raymer Avenue



### Summary of comments

When asked how the recommendations could be improved, the common themes were concerns about bicycle theft, the need for more secure bicycle parking, and a desire to accelerate expansion of protected bike routes. Responses suggested adding protected routes throughout the city, although Midtown was most frequently mentioned.

Other common themes mentioned were that biking is not a viable year-round option, support for better snow clearing of bike routes, and concerns about safety on the Rail Trail, particularly at night.



*The cycling community has grown substantially, so I would think fast tracking more routes would be advantageous.*

Survey response

*The transportation priority is cyclists but we do not have the climate for year-round bicycle riding. Not everyone prefers to own or ride a bicycle to get around.*

Survey response



## Create walkable neighbourhoods

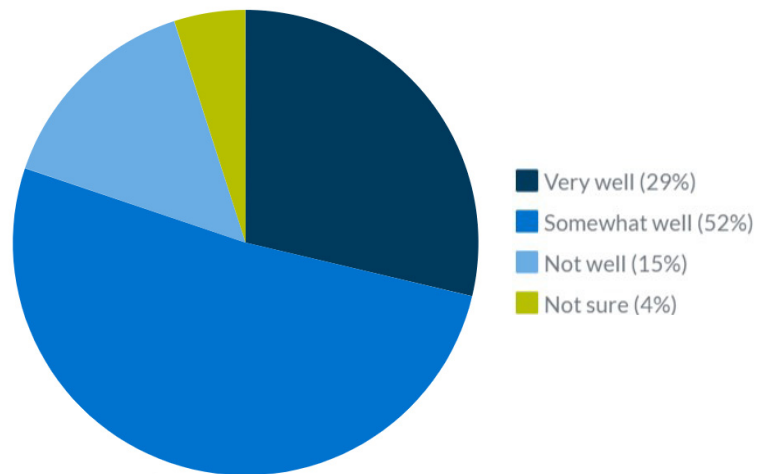
Participants were asked whether the following recommendation will help create walkable neighbourhoods:

- Increasing funding for safer crossings, traffic calming, and sidewalks, including a new program to help fill in sidewalk gaps on local streets in our urban and core areas



81%

of survey respondents said the recommendations will help create walkable neighbourhoods (29% very well, 52% somewhat well)



### Summary of comments

When asked how the recommendations could be improved, the most common theme was a need to add more nearby destinations (i.e. shops or amenities) in neighbourhoods for people to walk to.

Other common themes included the need to prioritize making walking safer around schools, support for lowering speed limits on residential streets, support for more car-free street events, and that developers should pay for traffic calming of residential streets.



*Walking in one's own neighbourhood is very important for nearly every aspect of our lives, from personal health and wellness to the economic sustainability of our local businesses. If it's easier to walk to a local business than to drive to the big box store on the highway, our neighbourhoods -- and the people who live in them -- will thrive.*

*Survey response*

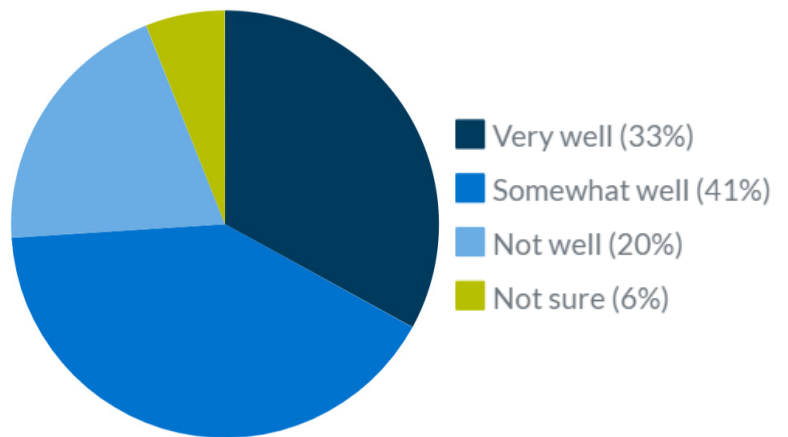
*It's going to take 80 years to catch up with sidewalk building and maintenance in our city. That is too long. This is not fair. This is not accessible. This is harmful to disabled people. We need an accelerated plan with a budget to get it done.*

*Survey response*

## Invest in education, programs and emerging technologies

Participants were asked how well the recommendations in the draft 2040 TMP will help people use and enjoy new ways of getting around. Examples of recommendations in the draft 2040 TMP include:

- Providing bicycle skills training for children and adults
- Offering transit travel training
- Working with employers to reduce employee travel during rush hour
- Providing bicycle maps and wayfinding
- Expanding the Safe Routes to School Program to help students bike and walk to school safely
- Developing an Accessibility Transition Plan to better understand and address the transportation challenges faced by people with disabilities
- Expanding the availability of emerging technologies, such as bike share, car share and ride-hailing
- Preparing for driverless vehicles Implementing Kelowna's new Community Electric Vehicle and E-bike Strategy



### Summary of comments

When asked how the recommendations could be improved, the most common theme was a support for more education and awareness campaigns helping people share streets and multi-use pathways.

Another common theme was that alternatives to driving are not viable, and that we need to improve the safety and convenience of new options before encouraging people to try them.



*More options are great, like e-scooters and e-bikes, but where should they fit under the current infrastructure. They are too fast and dangerous when interacting with pedestrians and too slow for cars. Bike lanes do seem like the best fit but people are not following the rules and more enforcement is needed.*

*Survey response*

*The infrastructure needs to come a long ways before education can be pushed. Pushing education with a network that has a long ways to come will have a negative effect*

*Survey response*



## Recommendations survey respondents liked best

When asked which of the TMP recommendations they liked the most, the most common responses were increasing transit service (32 mentions), adding more protected bike routes (29 mentions), investing in sidewalks (20 mentions), and the Clement Extension (15 mentions).

Other common responses included support for sustainable transportation (13 mentions) and support for road connections proposed in the TMP (7 mentions). Nine participants used this field to share comments of non-support for the TMP.

## Additional feedback

When asked if respondents had any additional feedback, the most common responses were support for a highway bypass or second bridge (6 mentions) and skepticism whether the plan reflects public input (4 mentions).

## Virtual focus groups

During each 90-minute session, participants were presented with an overview of the Plan's development process and several key recommendations. Participants had the opportunity to ask questions which were answered by subject matter experts during the live session. It should be noted that due to their small size, the focus groups are not broadly representative.

## What we heard from residents

### Overall plan direction

Participants were supportive of the plan overall and felt it is a good start and headed in the right direction. Participants also said the draft TMP seems to align well with the OCP. At the same time, some thought the targets could be more ambitious or more clearly defined, citing climate change as a key concern. Specifically, there was concern the plan may not deliver on the emissions reductions needed to address the climate crisis quickly enough, since there is a narrow window to take bold action.

### Create fast and reliable transit

Participants supported the Plan's move to increase transit service and reduce wait times in coordination with the growth planned in the 2040 OCP. There was overall support that the focus needs to be on making transit fast and reliable to make transit more competitive with driving.

However, some expressed concerns that without better bus service in outlying neighbourhoods, the Plan does not adequately address car-dependent suburbs. Participants also said there is a need to ensure 'quality control' with respect to transit schedules to ensure that buses are reliably on time and that wait times if you miss the bus are not too long. Support was expressed for electric buses, shelters and amenities at bus stops, and dedicated transit on Harvey with a direct connection to the university.

### Invest in education, programs and emerging technologies

Participants were supportive of transit passes for low-income residents, with a note that even a small discount can mean a great deal for those living on fixed or low-incomes. Support was also voiced for being proactive in preparing for automated vehicles and using emerging technologies (such as ride-hailing, small electric vehicles and shared mobility options) to help meet our transportation objectives. Additionally, participants were supportive of the commute trip reduction program proposed, with a note the plan could go further in modeling off other successful communities.

Participants also encouraged the City to explore disincentives for driving such as making parking more expensive and reducing the number of parking spots downtown. Other recommendations included offering free parking to shared vehicles to increase the use of shared vehicles, expanding transit pass programs to employers of all sizes, introducing free transit in conjunction with free parking over the holidays, and introducing a City-wide transit pass that is paid for by all residents to encourage wider use of transit services.

Participants also noted that more students should be bused to school, as well as the need to accelerate the Safe Routes to School improvements proposed in the draft plan. It was noted that the proposed investment in the draft TMP will take too long to make improvements needed to support more students biking and walking to school.



### Develop safe and connected bicycle routes

Participants were generally supportive of the recommendations, including efforts to connect the various protected sections of bike lanes. Some suggested the plan targets should be bolder, that there should be interim targets, and that doubling the funding for bicycle infrastructure is not enough. In addition, they wanted to see better connected routes that were protected from traffic.

Attendees wanted to see more investments in infrastructure – including bicycle storage to prevent theft, as well as underpasses. Participants also encouraged the City to explore ‘quick fixes’ for bicycle infrastructure (interim design and builds for active transportation corridors) – adding that it was important to identify the least expensive ways to install protected bike lanes in the most areas quickly.

### Create walkable neighbourhood streets

Participants were supportive of the plan recommendations to improve sidewalk connectivity, calm traffic and improve pedestrian crossings. They also recommend that the City consider various measures to calm traffic, including trees, road murals, roundabouts and reduced speed limits. An additional suggestion was to time pedestrian crossings so that people walking don’t have to push a button and wait for an entire signal cycle to cross.

### Improve road connections/Maintain and renew existing infrastructure

Overall, participants supported the targeted approach to road improvements which look at cost-effective ways to optimize travel times, improve safety, and manage the growth of congestion.

Reducing car-dependency as a way to improve safety was supported, as it was noted that the amount of driving and the number of fatalities on our roadways are highly correlated. Roundabouts were also supported as participants noted they improve safety and reduce traffic delays, as was development of a Vision Zero safety policy to reduce injuries and fatalities on our roadways.

Concerns about the impact of the Clement extension on the Okanagan Rail Trail were mentioned, in particular in regards to the feel of the trail and how it will change if it is parallel to a major roadway. It was also stated that Kelowna does not need a bypass.

Participants suggested funding streams for road projects could include a tourism or hotel occupancy tax, as well as property taxes that are higher in parts of the City where more infrastructure and maintenance is needed to service residences.

Participants also suggested better traffic safety and detour plans during construction, citing concerns that people biking and walking are often not adequately routed during road construction activities.

Additionally, snow clearing was identified as important in order to maintain remove barriers to year-round cycling. Ideas proposed including purchase of smaller snowplows for active transportation corridors and bike lanes.

An anti-idling bylaw was also mentioned as critical for helping to reduce emissions from vehicles. It was also noted that while electric cars are superior for climate change, efforts will still be needed to reduce the amount of driving, because they won’t reduce congestion.





## Stakeholder feedback

A virtual stakeholder workshop was held on October 7th which was attended by representatives from eight different community stakeholder organizations: Kelowna Chamber of Commerce, Uptown Rutland Business Association, Downtown Kelowna Business Association, Urban Development Institute, Canadian Home Builders Association, Interior Health, Okanagan Sustainability Leadership Council, and University of British Columbia Okanagan. Staff provided an overview of the draft plan, and attendees had several opportunities to provide feedback and ask questions.

### Overall Direction

Stakeholders expressed support for the overall direction of the plan, including focusing on transportation options, and fostering a growing economy. Feedback also included the importance of considering emerging transportation technologies, agricultural goods movement, fair and equitable project financing, the need to align with IPCC 2050 climate targets, and to coordinate with the update of Kelowna's Community Climate Action Plan currently underway.

### Road connections

There was interest in and support for the upcoming launch of the Regional Goods Movement Study. A suggestion was made to state more clearly that shifting drivers of single occupancy vehicles to other modes would help improve traffic flow for trucks. Some expressed concerns about the impacts of traffic calming (e.g. speed bumps) on agricultural vehicles.

Also discussed was the importance of coordinating land use and transportation regionally (regional growth has been accounted for and considered in both the Regional Transportation Plan and draft 2040 TMP). Also heard was that a safety target and strategy is needed to reduce injuries and collisions on our roadways and protect vulnerable roadway users, such as people walking and biking. Finally, it was noted that parking revenues should be used to help fund sustainable transportation investments, and that free parking should be discouraged.

### Bikes

Support was expressed for safe, protected bike routes and trip-end facilities (e.g. bike storage, showers) at jobs and destinations. Also discussed was the importance of making sure biking is comfortable year-round (e.g. snow removal).

### Fast, reliable transit

Stakeholders noted that transit is important for health, the economy and equity as it provides people who are mobility challenged, socially isolated, or not able or wanting to own a car with opportunities to access employment, healthy foods, education and to connect to others.

We heard that it is important to make transit fast and reliable to compete with driving, and that transit needs to have safe and accessible walking and biking connections to bus stops and transit exchanges. There is also a desire to see 30-minute transit service in suburban neighborhoods.

### Walkable neighbourhoods

We heard that a plan is needed to reduce the mode share of students being driven to school, which would help reduce congestion and greenhouse gas emissions. It was stated that School District 23 needs to be an active participant in transportation discussions – to promote walking (e.g. walking school buses) and more school busing for students.

### Education, programs and technologies

We heard that Kelowna needs community-based social marketing to create a culture around sustainable transportation (getting people out of cars). Support was mentioned for programs to work with employers to encourage transportation demand management strategies, eliminate subsidies for driving, and working from home. Considering how things are rapidly changing was also discussed (e.g. ride-sharing, automated vehicles, e-bikes).





## Summary of correspondence

Staff received three submissions of correspondence. Feedback included:

- Concerns that the plan does not go far enough to support people with disabilities and mobility challenges as well as concerns about the use of the term 'diverse abilities' where 'disabilities' might be preferred
- Belief that sidewalk investment is much too conservative and that improvement to pedestrian safety and infrastructure requires significantly more funding
- Fear that the plan will negatively affect people experiencing poverty or living with disabilities – and that the responsibility or combatting climate change puts disproportionate onus on those who already have and consume the least;

*"The people who need to pull their weight, do their part and can have the most impact on reducing emissions are the wealthy, privileged people who are doing most of the consuming and by the far the vast majority of the wastefulness of their consumption. They are the ones with multiple vehicles, multiple homes, and taking multiple trips abroad. That is where the most emissions can be cut ... It also never mentions that some people really do need to have a car for housing, work and / or accessibility reasons. "*

- Concerns that laneway infrastructure is not meaningfully addressed in the plan and is inadequate to address new supply of infill housing/carriage houses
- Perception that while recreational forms of active transportation on non-roadway corridors may have become more diversified (motorbikes, scooters, etc.) Kelowna residents will not choose active transportation-even when encouraged. Instead, more money should be spent on increased bus service.
- Requests that the Transportation Masterplan identify and prioritize the delivery of a fully protected/segregated multi-use pathway to connect the Okanagan Rail Trail and the Trail of the Okanagans

*"It is our hope that this will be along the waterfront as our research has shown that cycle tourists and residents alike will search out scenic routes away from motorized traffic, and on fully protected pathways."*

## Conclusion

Through this final phase of public engagement, it remains clear that the residents are interested and invested in the way we move around. Residents want to see us work to make sure that it's safe and easy for people of all ages, incomes and abilities to get to where they need to go.

As we work to deliver on the TMP goals, we will bring our Imagine Kelowna vision to life taking action on climate change and reducing our carbon emissions, building healthy neighbourhoods, reducing car dependency, embracing diverse transportation options, and making equitable investments in our city's transportation future. In doing so, Kelowna will be a more connected community.



## Public outreach

Channel	Reach
Kelowna.ca (TMP Page)	766 page views
Get Involved	Total visits: 2.0K Aware: 1.8K Informed: 759 Engaged: 240
Organic Facebook posts (5)	4,743 reach / 97 engagements
Organic Instagram posts (5)	11,600 reach / 149 actions
Twitter posts (3)	18,700 reach
Social media ads	81,200 reached / 387,400 impressions
Dynamics newsletter/news releases (5)	Transportation list: 2,219 recipients (x 2) Average open rate: 79% Average click rate: 10%  Engagement list: 668 recipients (x2) Average open rate: 65.5% Average click rate: 7%  News release list: 4,799 subscribers (x1) Open rate: 61% Click rate: 2.3%
Get Involved Newsletters (3)	TMP project page subscribers: 180 recipients (x2) Average open rate 60%, Average click rate: 8.8%  Get Involved site subscribers: 2,665 recipients (x1) Open rate: 50% Click rate: 7.8%
Stakeholder email	Two emails sent to 17 community organizations
Monitor displays	Data not captured/unavailable
City Hall, H2O and Parkinson Recreation Centre	

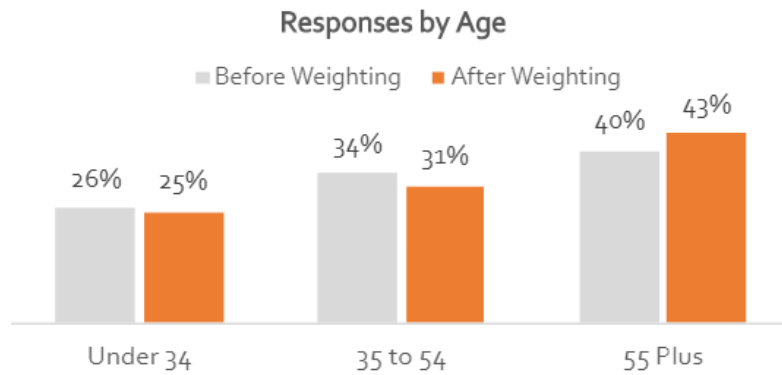
## Engagement feedback

Public engagement met objectives to inform and consult with interested members of the public on the various project topics.

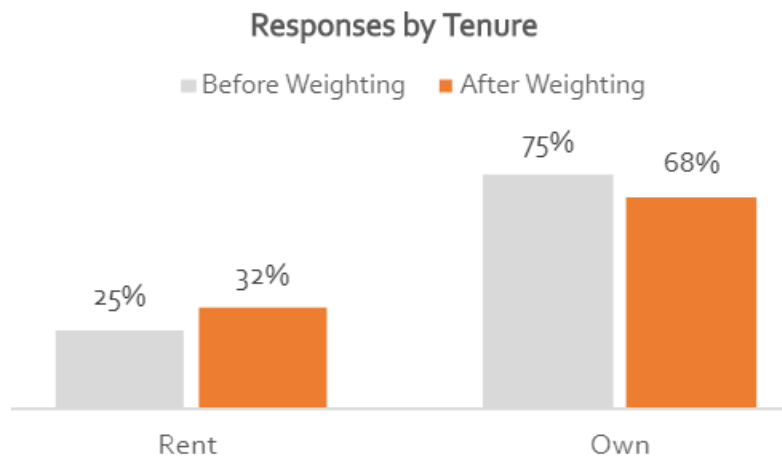
90%	of survey respondents said the information was clear / easy to understand (66% answered "yes" , 24% answered "mostly")
89%	said they had enough information to participate in a meaningful way (answered 66% "yes" and 26% answered "mostly")
93%	said they understood how their input was going to be used.

## About our survey respondents

More than 25% of respondents under age 34 with the largest proportion of respondents indicating they were over the age of 55.

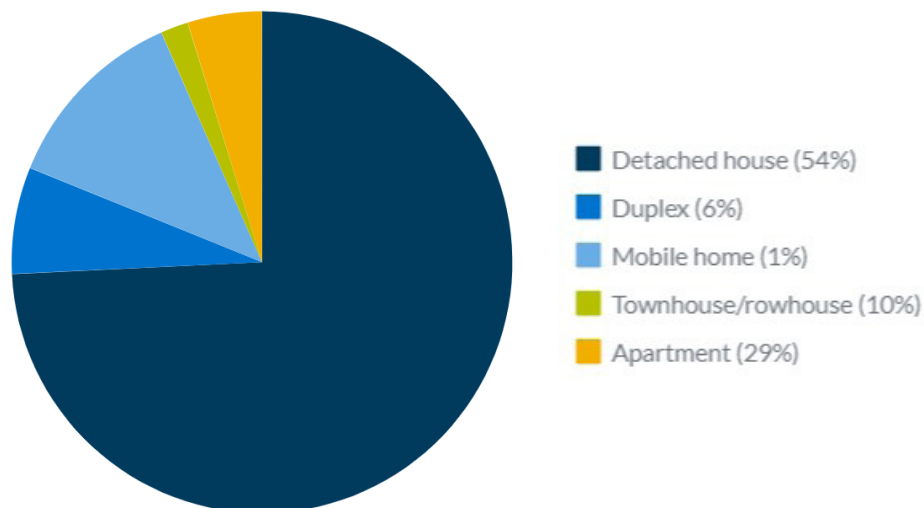


Consistent with demographic data, the majority of participants own their homes.



Consistent with demographic data, the vast majority of respondents live in single-detached homes.

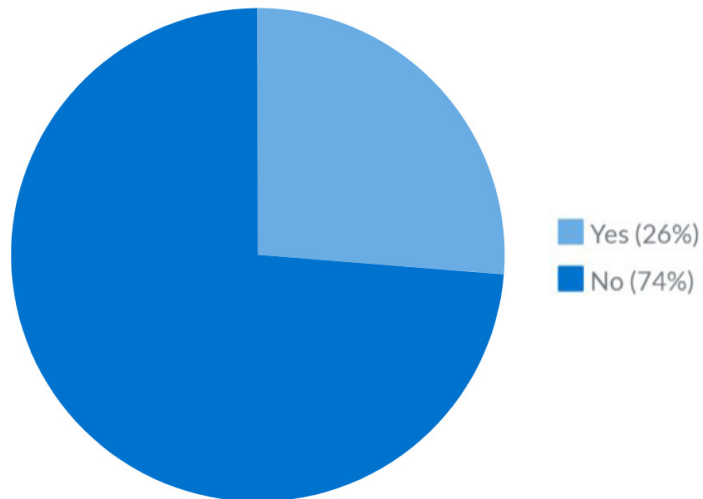
What best describes the type of home you live in?





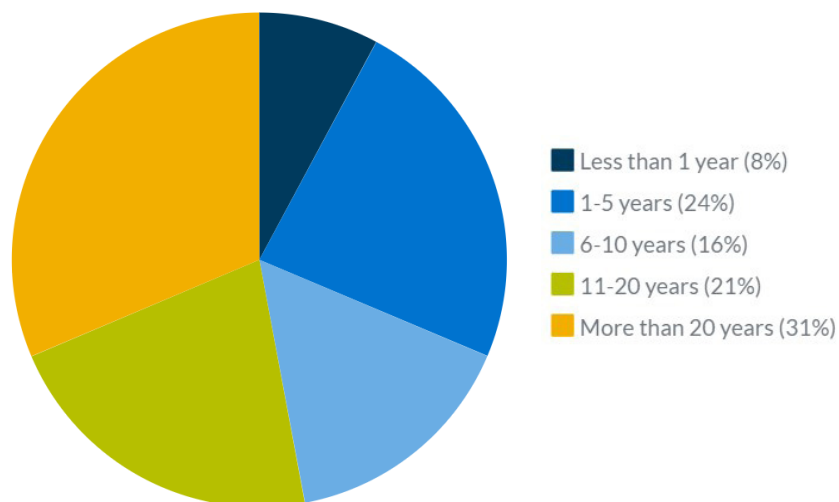
Most respondents do not have children living at home.

Do you have children under the age of 18 living at home?

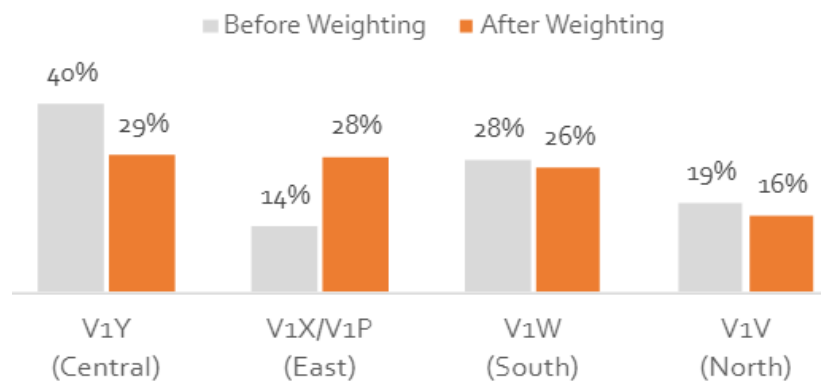


Respondents most commonly said they have lived in Kelowna for over 20 years and the largest proportion of lived in the V1Y area.

How long have you lived in Kelowna?



### Responses by Neighbourhood



## Appendix A: TMP engagement in review

### Phase 1 Recap: vision & goals

An early step in the development of the 2040 TMP was to seek feedback on a draft vision and goals.

An online survey was open from March 26 to April 15, 2018 and staff members were available to discuss the plan and answer questions at two open houses on April 5 and 7, 2018. A total of 522 surveys were completed as part of the Phase 1 engagement.

#### Key findings

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

*"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."*

When asked how the statement might be improved, 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.

Participants were also asked to rank the following 10 goals in terms of importance:

- Promote inclusive transportation
- Enhance urban centres
- Support livable communities
- Be innovative and flexible
- Enhance travel affordability
- Improve health
- Protect the environment
- Reduce capital and operating costs
- Improve safety
- Foster a growing economy
- Optimize travel times
- Improve travel choices

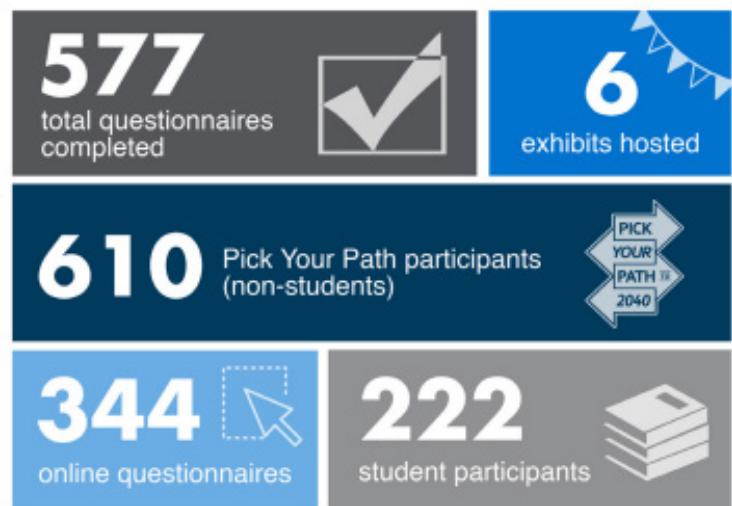
The majority of participants found all 10 goals 'very' or 'moderately' important with safety being ranked the topmost priority and reducing capital costs the lowest priority. Respondents were invited to identify any goals that were missing. Common themes included improving efficiency, reducing congestion, connecting neighbourhoods and improving transit. Some respondents asked for more details related to the goals such as specific targets.

Finally, respondents were invited to provide general feedback where 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.

### Phase 2 Recap: Pick your Path and Neighbourhood Expos

#### Pick your Path

Later in 2018, Kelowna residents were invited to share how they want Kelowna to grow by participating in the Pick Your Path to 2040 activity and questionnaire. Participants learned about four possible growth scenarios, including their transportation impacts, and completed a questionnaire regarding their preferred growth scenario.



## Key findings

- The majority of the 577 participants indicated they wanted to see Kelowna move toward a progressive shift in growth with a focused Urban Core.
- Of the comments received, active transportation was a key theme. Respondents expressed a desire to improve transit, improve walking and bicycling paths, and improve bicycling safety.
- Asked about their preferred housing type and neighbourhood composition, respondents favoured a smaller single family home or townhome in a neighbourhood that is closer to employment and amenities and offers good cycling and transit options. Some preferred an apartment within walking distance to amenities and employment and with excellent cycling and transit options. The least preferred option was large, single-family homes in suburban / hillside areas with few transit options and amenities. Respondents were asked to consider the relationship between where they live and the amount of traffic they drive in. The majority of respondents (71 per cent) would prefer to live closer to employment and amenities to avoid driving in traffic, while 18 per cent prefer to live in a suburban area even if it means driving in more traffic. Among students, 50 per cent they would prefer to live closer to employment and amenities while one third said they preferred suburban living even if it meant more driving.
- The majority of participants said the physical health benefits of living closer to services, benefits and alternatives to driving was very important (65 per cent of general participants and nearly half of students).
- Thirty-four per cent of all respondents (students and the broader public) said walking, cycling, carpooling or taking transit more often are most important thing they could do to reduce their impact on climate change is (34 per cent)

## Neighbourhood Expos

Because the OCP and TMP were developed concurrently alongside the 20-Year Servicing Plan, the project team combined these three plans in the public engagement process. Public engagement and communication in 2019 sought to keep residents informed of directions being taken and decisions being made for all three plans.

With respect to the TMP, the team set out to inform and consult with the public on directions being taken and receive a list of transportation options to be incorporated into options considered for the plan.

## Land use directions

Participants were asked what they liked about the OCP land use directions and what they wanted to see improved. Comments that relate to the TMP include support for directions to reduce sprawl and increase density and a desire for improvements in providing diverse transportation options and reducing growth-related traffic congestion.

## Transportation challenges and solutions

Participants were invited to place a pin on a map (either in-person or online) to share ideas for walking, biking, transit, driving, shared mobility and other types of improvements. Approximately 135 people provided 242 option ideas. The most popular topics were biking (41 per cent), driving (20 per cent) and transit (18 per cent). Common challenges identified by respondents include a lack of bike lanes on Gordon Drive north of Springfield Road; congestion in the Midtown area; and a lack of sidewalks in Rutland, particularly around schools. Common solutions proposed by respondents include installation of a safe and convenient bike connection between the Okanagan Rail Trail and Mission Creek Greenway; increased transit service frequency, particularly to major destinations such as Kelowna General Hospital and UBC Okanagan; extension of Burtch Road or Spall Road toward the south; extension of Clement Avenue to Highway 33; and creation of better alternatives to driving.





## Phase 3 Recap: Budget Allocator

In fall 2019, the City rolled out potential projects, policies and programs for consideration in the Transportation Master Plan. The options were identified based on a review of current plans, technical analysis and public input. Over 400 options were identified, which were bundled into different categories and investment packages and shared with the public from November 19 to December 6, 2019, via an online budget allocator tool. The tool included high-level information about costs and benefits and links to interactive maps to help respondents make informed decisions regarding their preferred transportation investment package.

Residents were invited to provide input on potential transportation options under consideration for the TMP by using an online budget allocator tool. Respondents were asked how much they would invest in nine different transportation categories given a “business as usual” annual transportation budget of \$48 million. They were able to choose a basic, medium or high investment package for each category and see how the numbers added up.

To share information about transportation planning and promote the engagement, eight staff from the transportation department each took over the City’s Instagram channel for a day – sharing topics related to their expertise. Topics included road safety, emerging technologies, shared mobility, transportation finance, active transportation, climate change, traffic flow and an “ask me anything” session. All stories encouraged viewers to visit the budget tool to have their say. The Instagram stories received 5,250 answers to the interactive questions.

### Results

In terms of total budget submission, there was support for increasing the transportation budget overall. While the basic package was chosen most frequently in all categories – except for maintenance and renewal – many respondents selected the medium or high packages for at least a few of the categories. This resulted in 75 per cent of respondents increasing spending overall.

At the end of the budget allocator tool, participants were directed to complete a follow-up survey to provide further insight into their budget allocator selections and transportation project priorities. A total of 1,261 follow-up survey submissions were received. The top three transportation investment categories that were selected as “important” by the most respondents include maintenance and renewal (64 per cent), transit (60 per cent), and biking (57 per cent).

