

Report to Council



Date: February 10, 2020
To: Council
From: City Manager
Subject: 2019 Transportation Citizen Survey
Department: Integrated Transportation

Recommendation:

THAT Council receives, for information, the report from the Integrated Transportation Department dated February 10, 2020, with respect to the 2019 Transportation Citizen Survey;

AND THAT Council directs staff to pursue further Transportation Citizen Surveys on a biennial basis.

Purpose:

To present the results of the 2019 Transportation Citizen Survey.

Background:

Transportation is consistently ranked as one of the most important public issues in the City's *Citizen Surveys*. As part of a deeper dive into transportation issues, the City commissioned Leger Research to conduct a statistically significant telephone survey with Kelowna residents.

The survey was conducted between November 18th and 29th, 2019. Three hundred residents were selected using random sampling of landlines and cell phones. Responses were weighted to match the population according to age, gender, and neighbourhood (three-digit postal code). The margin of error is estimated to be +/- 5.7%.

One of Council's priorities for the current term is to provide more opportunities to learn about transportation. This survey establishes a baseline of residents' opinions and attitudes that will help inform education and outreach efforts related to the ongoing *Transportation Master Plan* and beyond. Ongoing tracking with future surveys could potentially be used as a performance measure for this Council Priority.

Discussion:

Residents were asked about a variety of topics related to transportation, including:

- their most important transportation issues;
- opinions around the causes of traffic congestion and potential solutions;
- attitudes towards transportation funding;
- which modes of transportation they are most likely to use;
- perceived barriers to trying new ways of getting around, and
- the modes of transportation with which they most identify.

Results show strong support for the City's direction towards increasing transportation options and reducing dependence on private vehicles. Seventy-five per cent of residents said that investing in walking, biking, transit, and other sustainable modes would be a good or very good idea.

Key takeaways for future public education include highlighting the relatively small impact of 'pass-through' traffic on congestion in Kelowna and continuing to draw the connection between land use (where people live and need to go) and transportation (the options they'll have to get there).

The attached presentation provides an executive summary of results, highlighting places where opinions among different groups of residents varied significantly. A full report of results prepared by Leger Research is also attached.

Internal Circulation:

Communications Advisor
 Development Planning
 Financial Services
 Infrastructure Engineering
 Parks & Buildings
 Policy & Planning

Considerations applicable to this report:

Existing Policy:

Council Priorities 2019-2022:

More opportunities to learn about transportation are provided to the community.

- Transportation and mobility is a complex and often highly technical subject. For example, we know that building more roads only increases congestion – this is called induced demand. A more informed discussion will help the community find and embrace the best solutions.

Considerations not applicable to this report:

Legal/Statutory Authority
 Legal/Statutory Procedural Requirements
 Financial/Budgetary Considerations

Submitted by:

R. Villarreal,
 Integrated Transportation Department Manager

Approved for inclusion:



A. Newcombe, Divisional Director, Infrastructure

Attachment 1 - Executive Summary Presentation

Attachment 2 - 2019 Transportation Citizen Survey Full Report

cc: Acting Divisional Director, Financial Services
Development Planning Department Manager
Divisional Director, Corporate Strategic Services
Divisional Director, Infrastructure
Divisional Director, Partnership & Investments
Divisional Director, Planning & Development Services
Infrastructure Engineering Manager
Parks & Buildings Planning Manager
Policy & Planning Department Manager