



2019 Transportation Citizen Survey

February 10th, 2020



Purpose

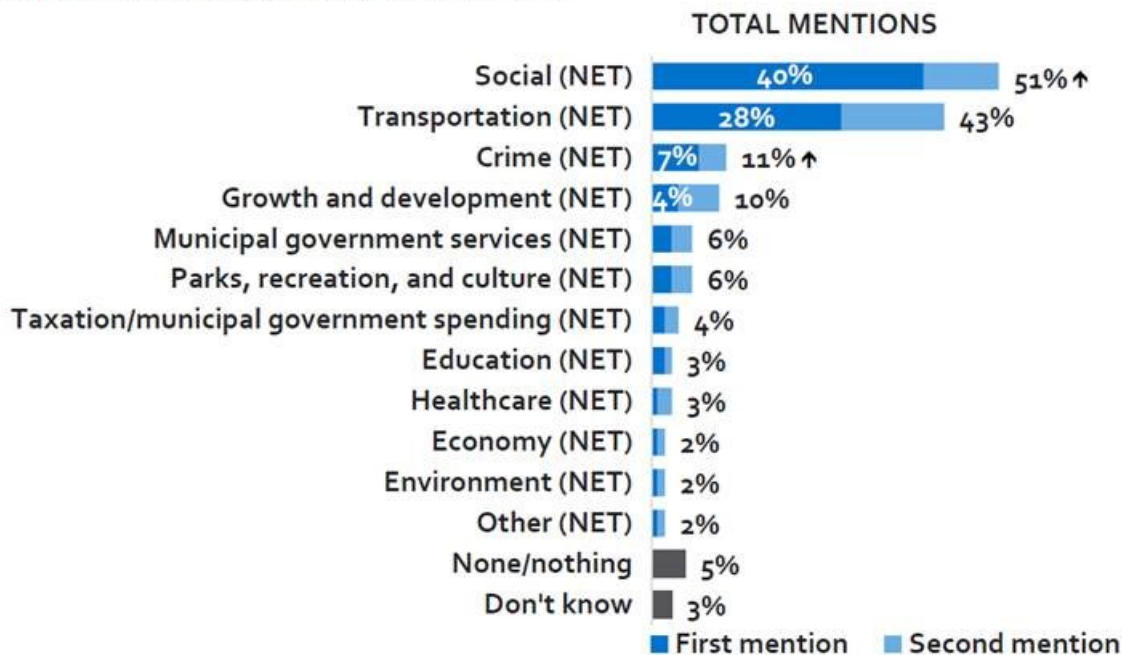
- ▶ Transportation ranked as #2 issue in recent Citizen Survey
- ▶ Statistically significant, deeper dive into residents' opinions around transportation
 - ▶ Inform outreach and education efforts (Council Priority)
 - ▶ Potential baseline for future tracking

2018 Citizen Survey

ISSUE AGENDA

Important Community Issues

(Coded Open-Ends, Multiple Responses Allowed)



	2017 (n=300)	2015 (n=301)	2012 (n=300)	Norm
Social (NET)	40%	16%	17%	16%
Transportation (NET)	39%	38%	37%	34%
Crime (NET)	4%	8%	9%	8%
Growth and development (NET)	15%	13%	17%	15%
Municipal government services (NET)	8%	7%	8%	12%
Parks, recreation, and culture (NET)	7%	12%	12%	7%
Taxation/municipal government spending (NET)	2%	4%	10%	10%
Education (NET)	3%	3%	7%	7%
Healthcare (NET)	3%	5%	5%	4%
Economy (NET)	3%	12%	12%	7%
Environment (NET)	2%	4%	6%	4%
Other (NET)	5%	10%	4%	10%

Q1. In your view, as a resident of the City of Kelowna, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?

Base: All respondents (n=300)

Survey Methods

- ▶ Conducted between November 18 – 29th, 2019
- ▶ Random calling (landlines and cell phones)
- ▶ 300 Responses
 - ▶ Margin of error +/- 5.7%
 - ▶ Weighted to match population by age, gender, and neighbourhood (FSA)

Survey Topics

- ▶ Top transportation issues
- ▶ Causes of congestion
- ▶ Solutions
- ▶ Modes of travel
 - ▶ Barriers to changing behaviour
- ▶ Transportation identity

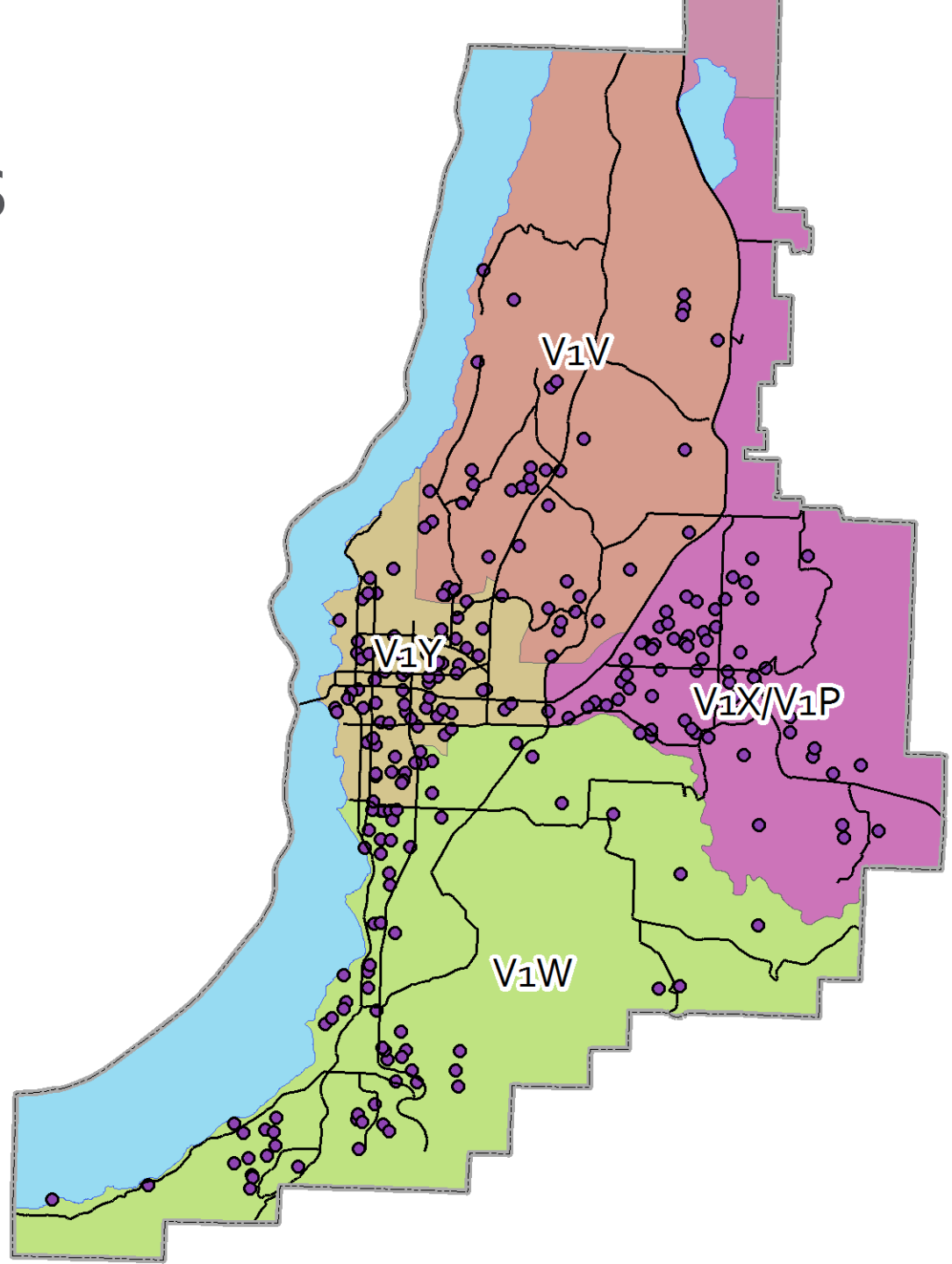
Postal Codes

V₁Y – Central

V₁V – North

V₁X/V₁P – East

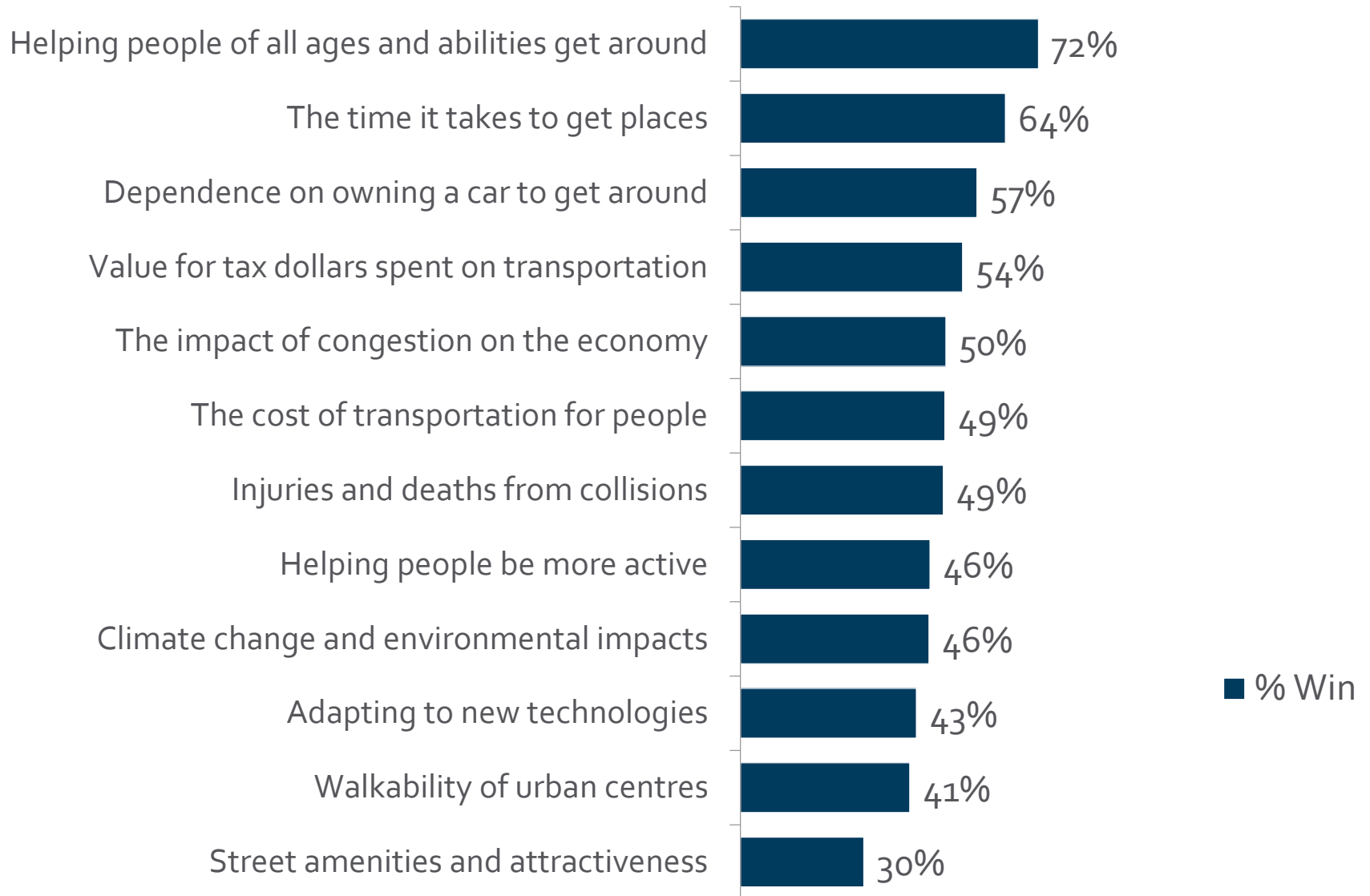
V₁W – South



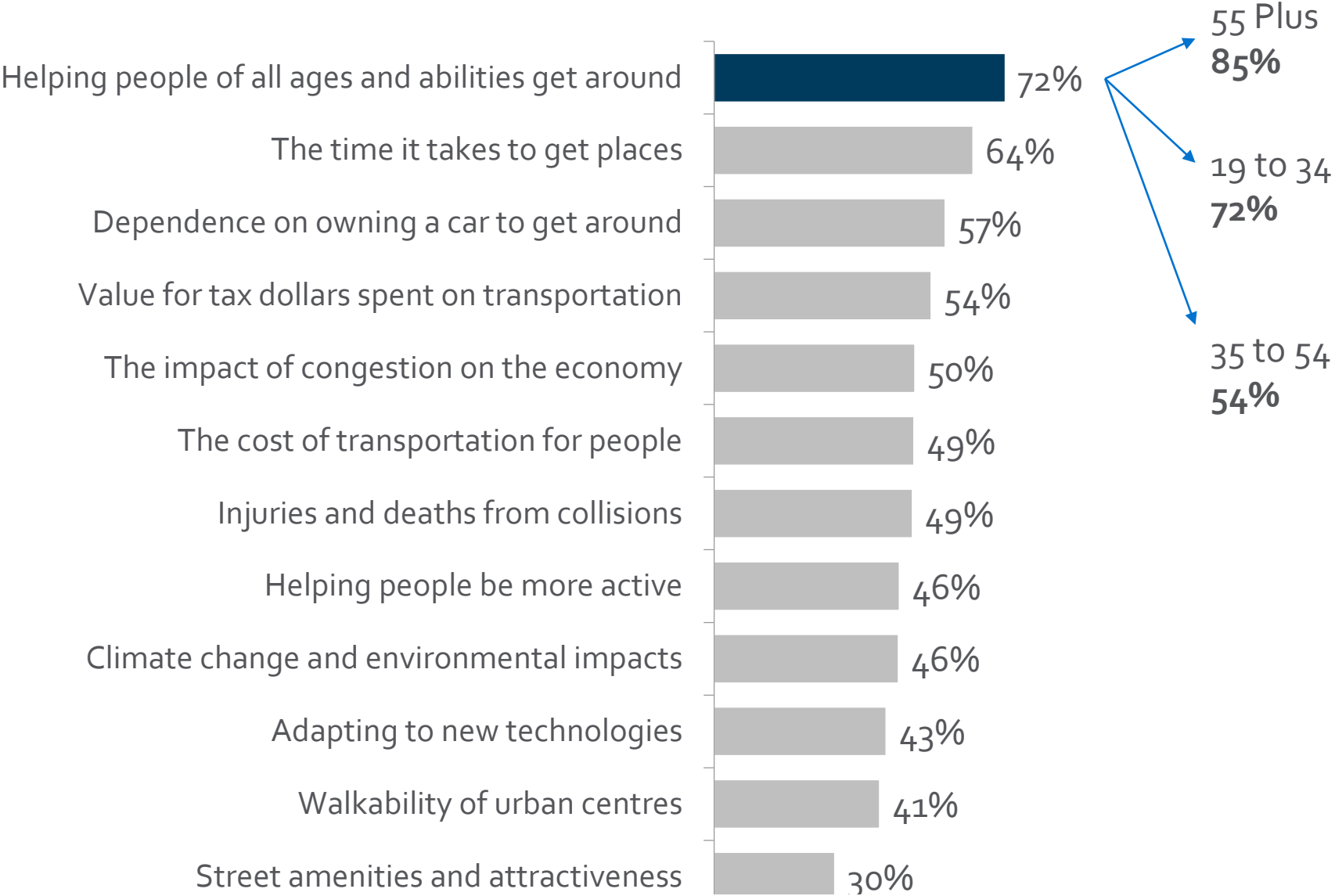
Transportation Issues

- ▶ Paired choice
 - ▶ “Which transportation issue is more important for Kelowna?”
 - ▶ Twelve issues, randomly paired for each respondent
 - ▶ Example – **“Injuries or deaths from collisions or the time it takes to get places?”**

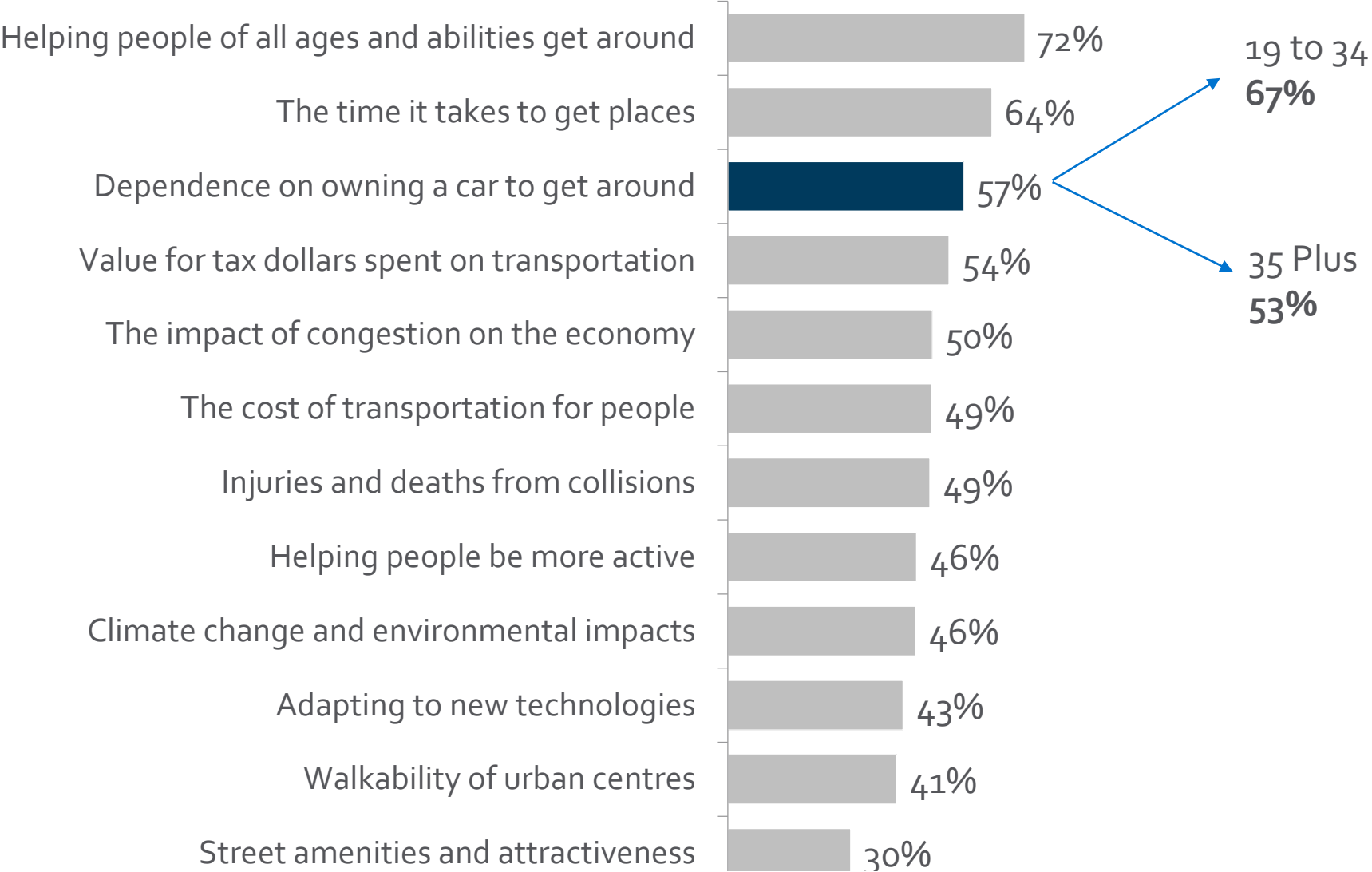
“Which transportation issue is most important in Kelowna?”



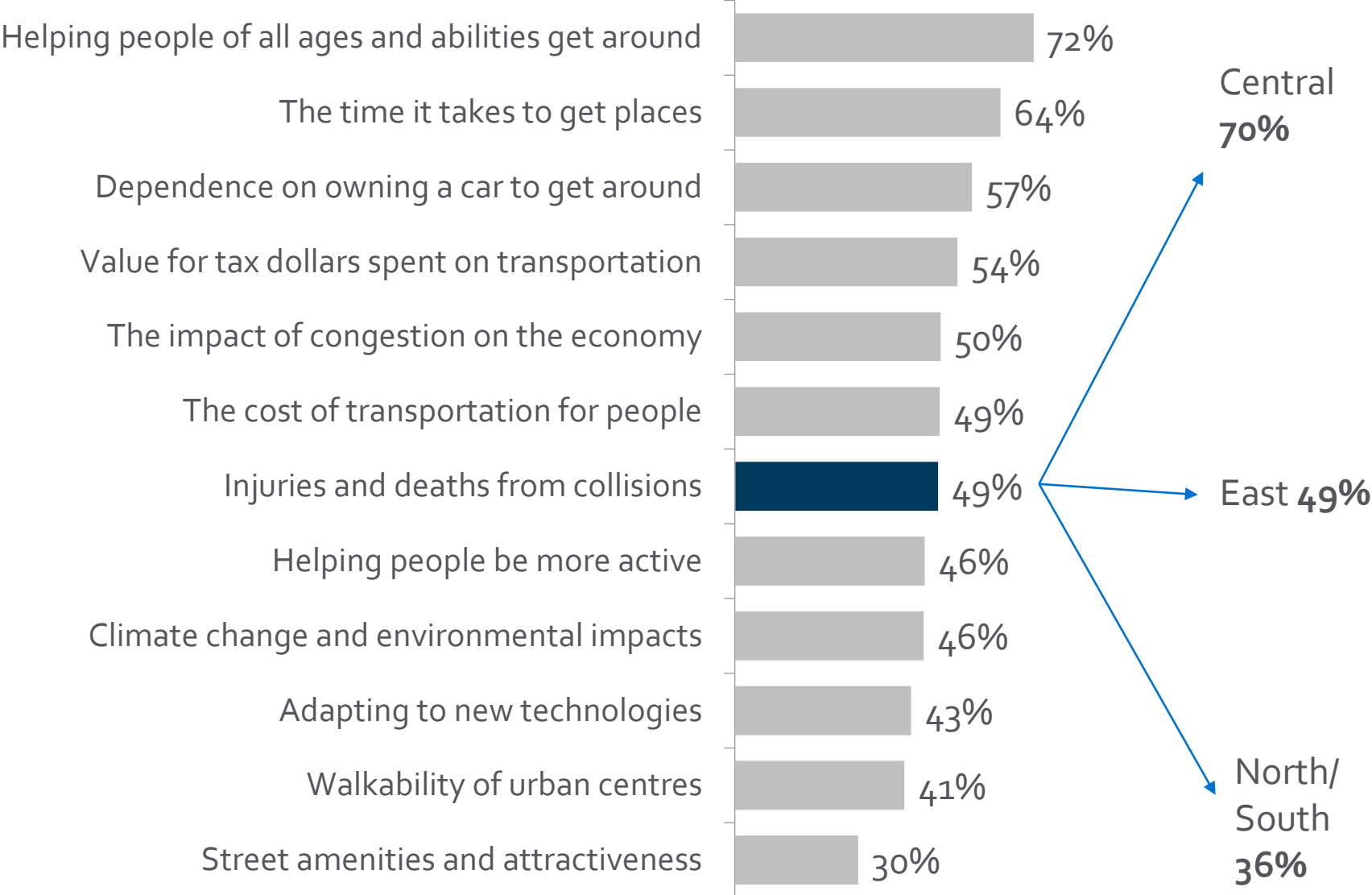
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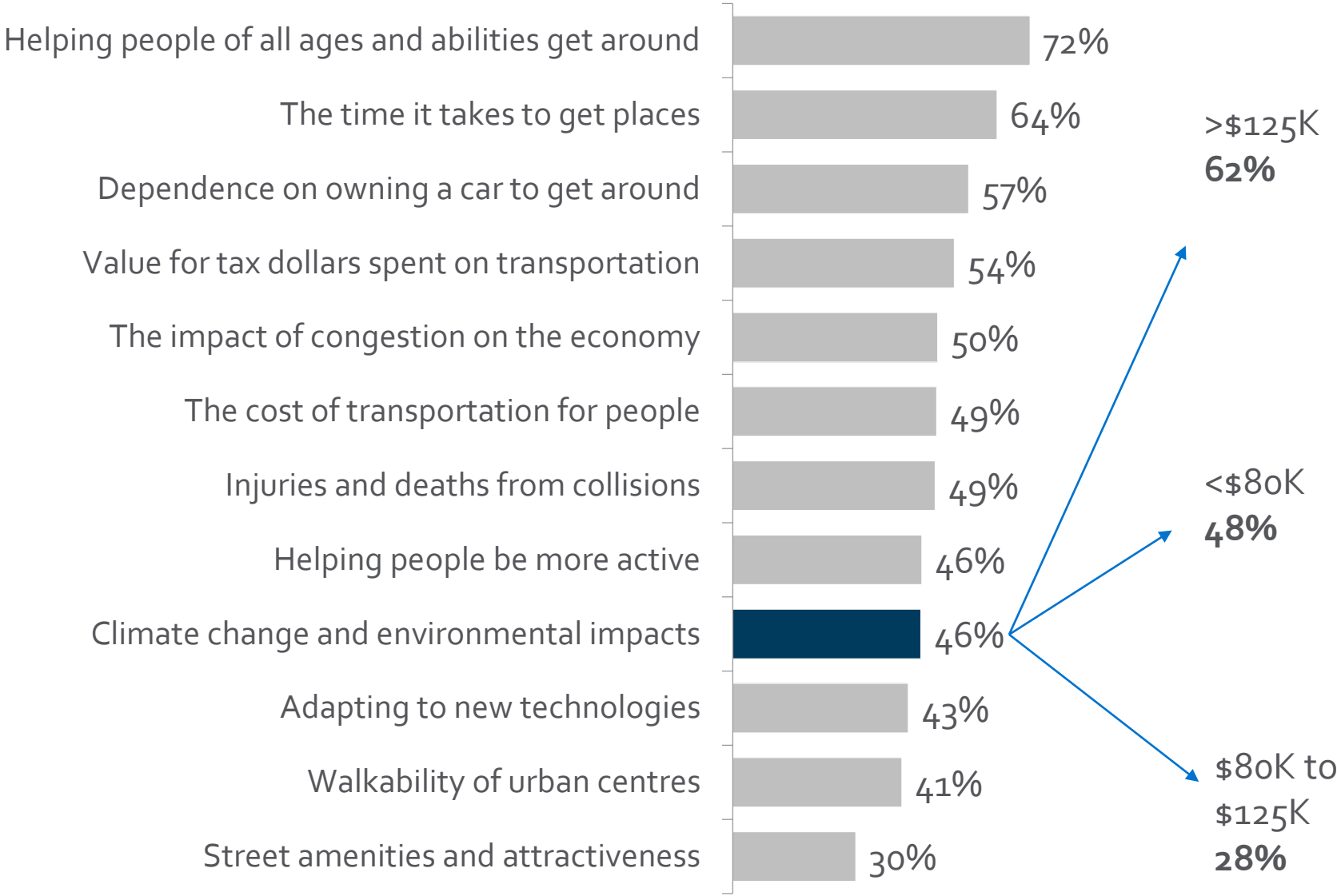
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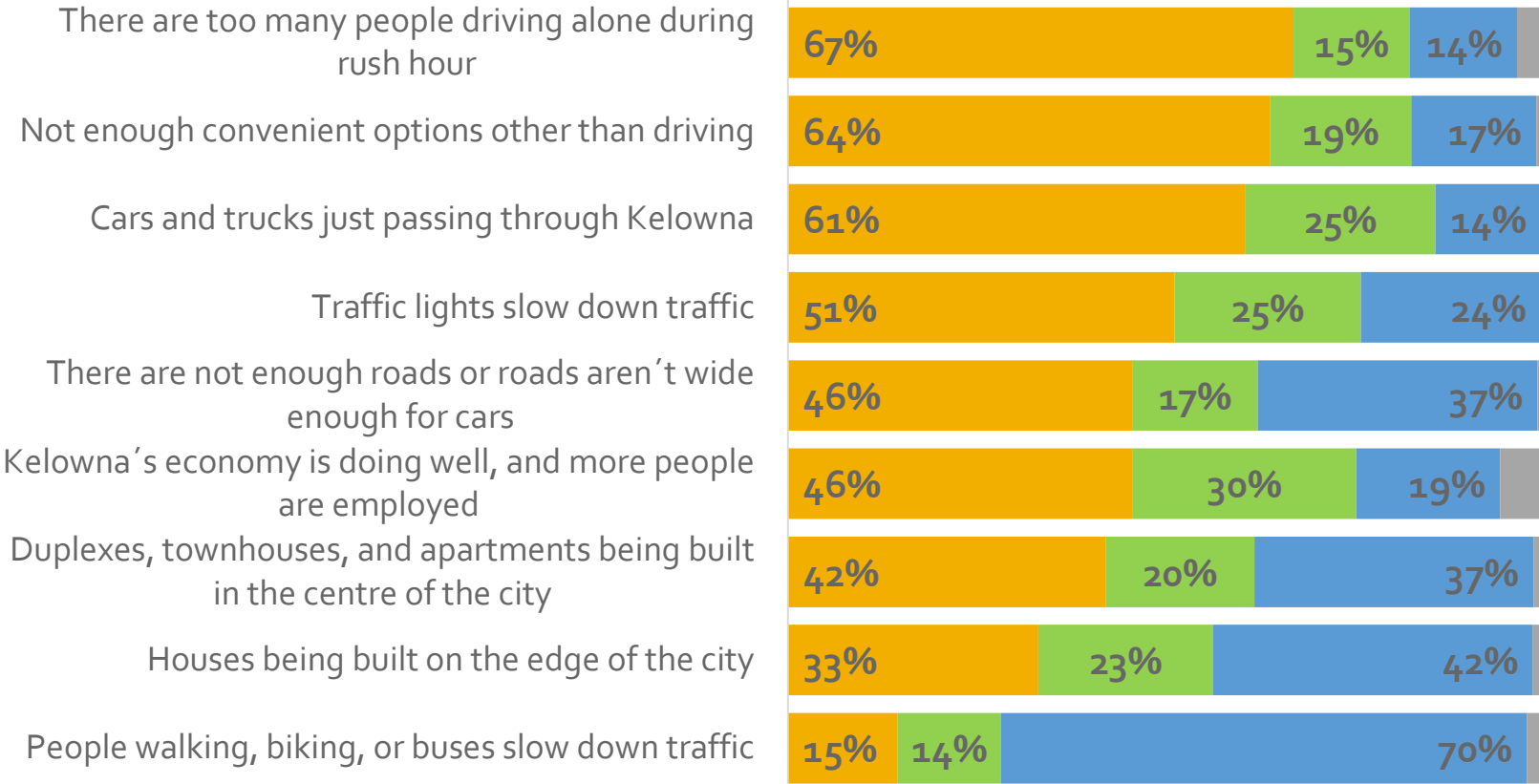


“Which transportation issue is most important in Kelowna?”

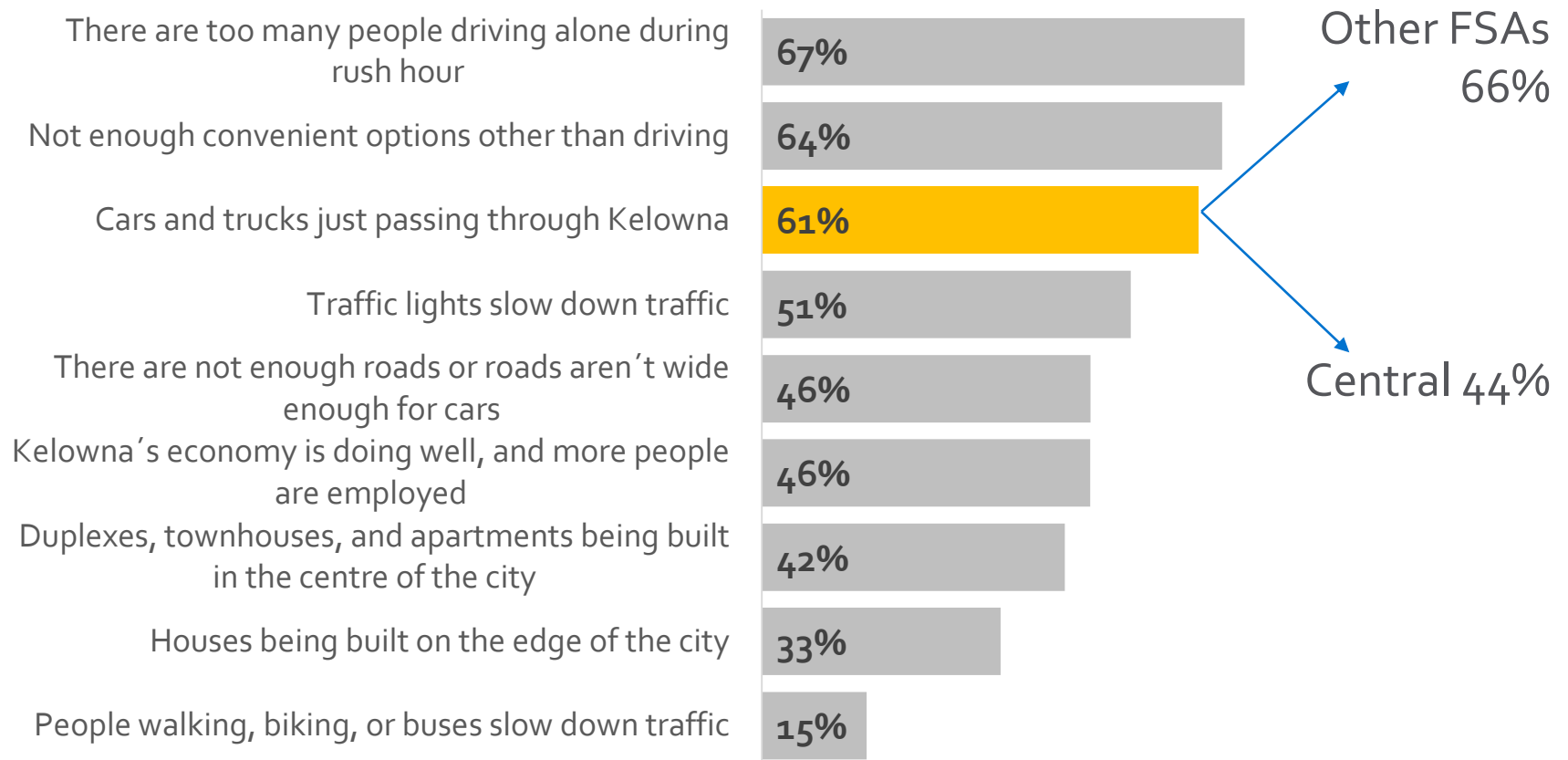


“Please rate each item in terms of how much impact it has on traffic congestion”

■ High Impact
 ■ Medium Impact
 ■ Low Impact
 ■ Don't Know

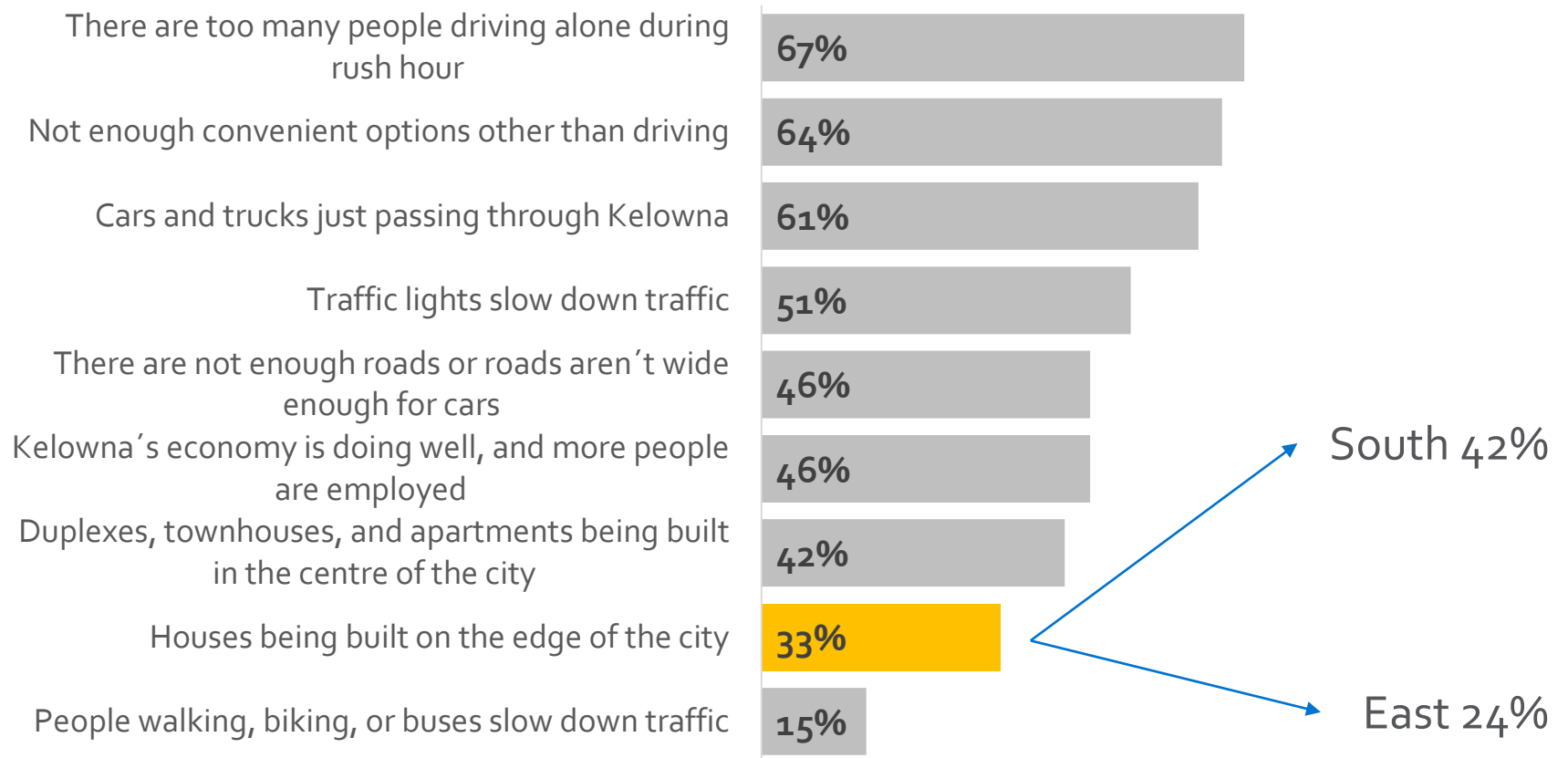


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City of Kelowna

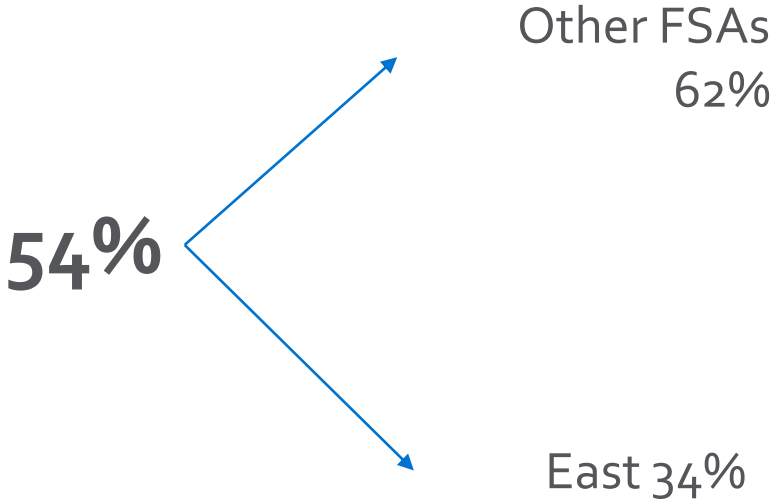
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City of Kelowna

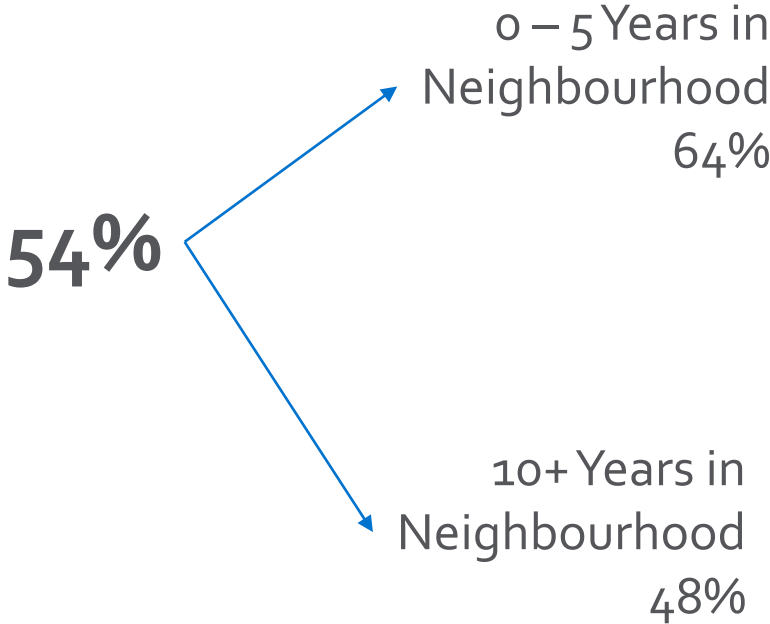
“How much do you agree or disagree with each of the following statements?”

- ▶ “I would like to walk, bike, or take transit more than I do today”



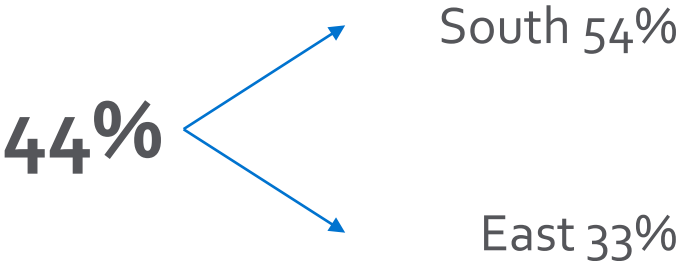
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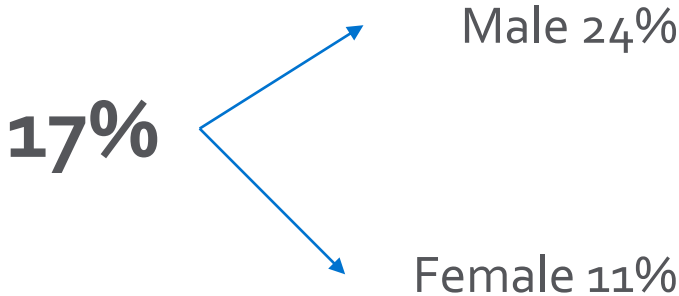


“How much do you agree or disagree with each of the following statements?”

▶ “I would be willing to pay **more taxes** to improve transportation in Kelowna”

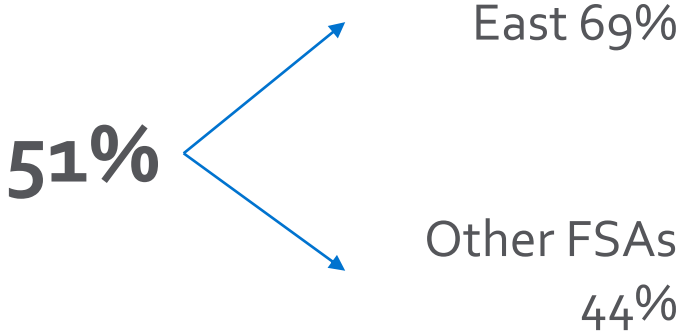


▶ “I would be willing to pay a **new fee to drive** more easily during hour”

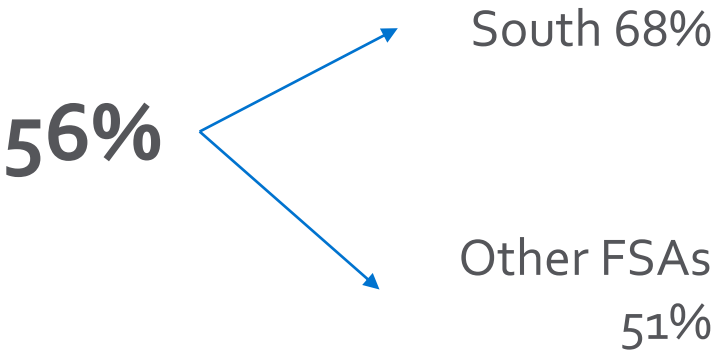


“How much do you agree or disagree with each of the following statements?”

▶ **“Building more roads is the long term solution for traffic congestion”**

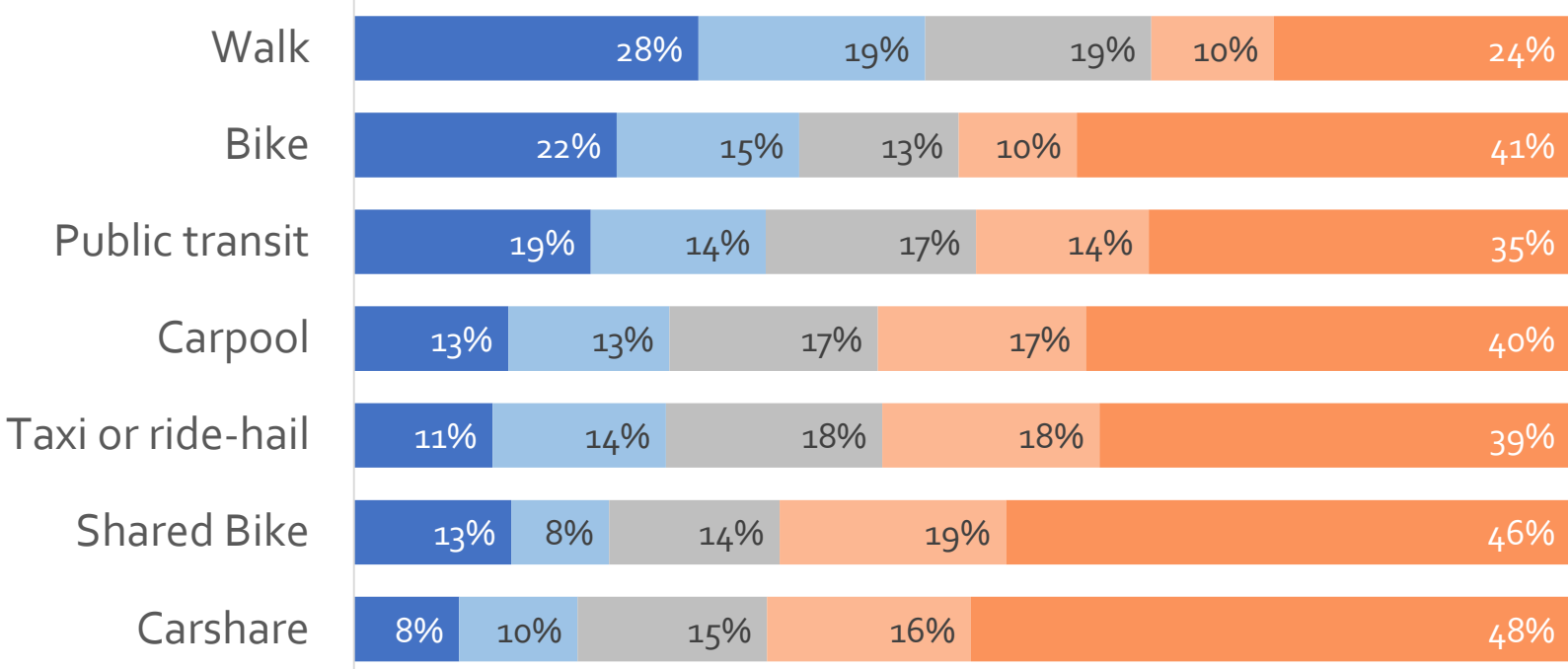


▶ **“Reducing dependence on cars is the long-term solution for traffic congestion”**

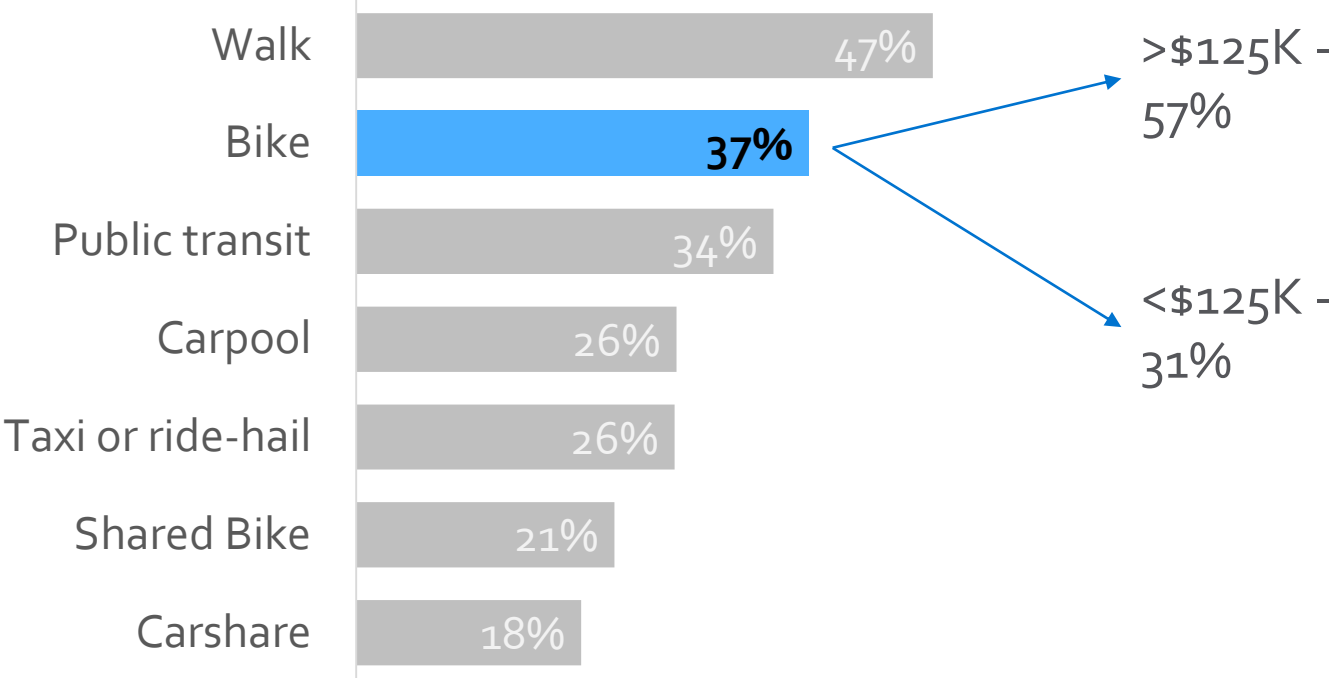


“How likely would you be to use the following means of getting around for **regular trips** next year?”

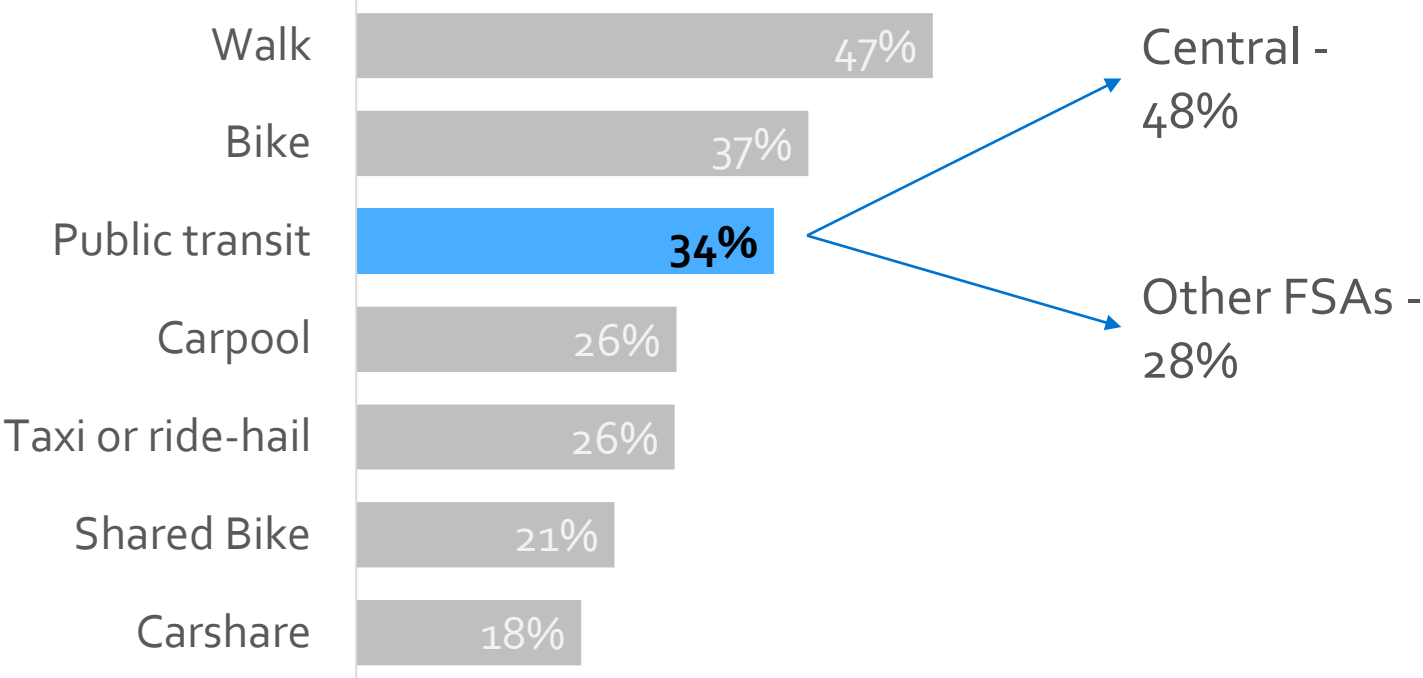
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely



“How likely would you be to use the following means of getting around for **regular trips** in the next year?”

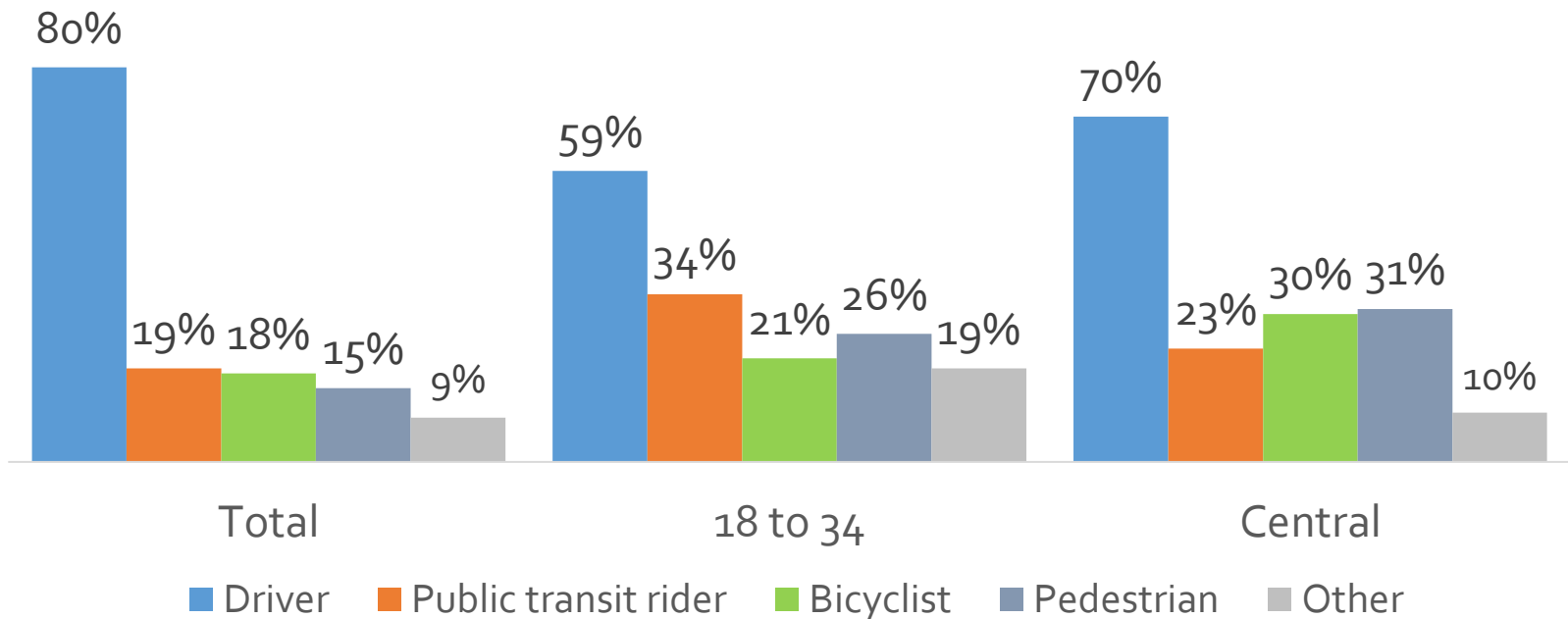


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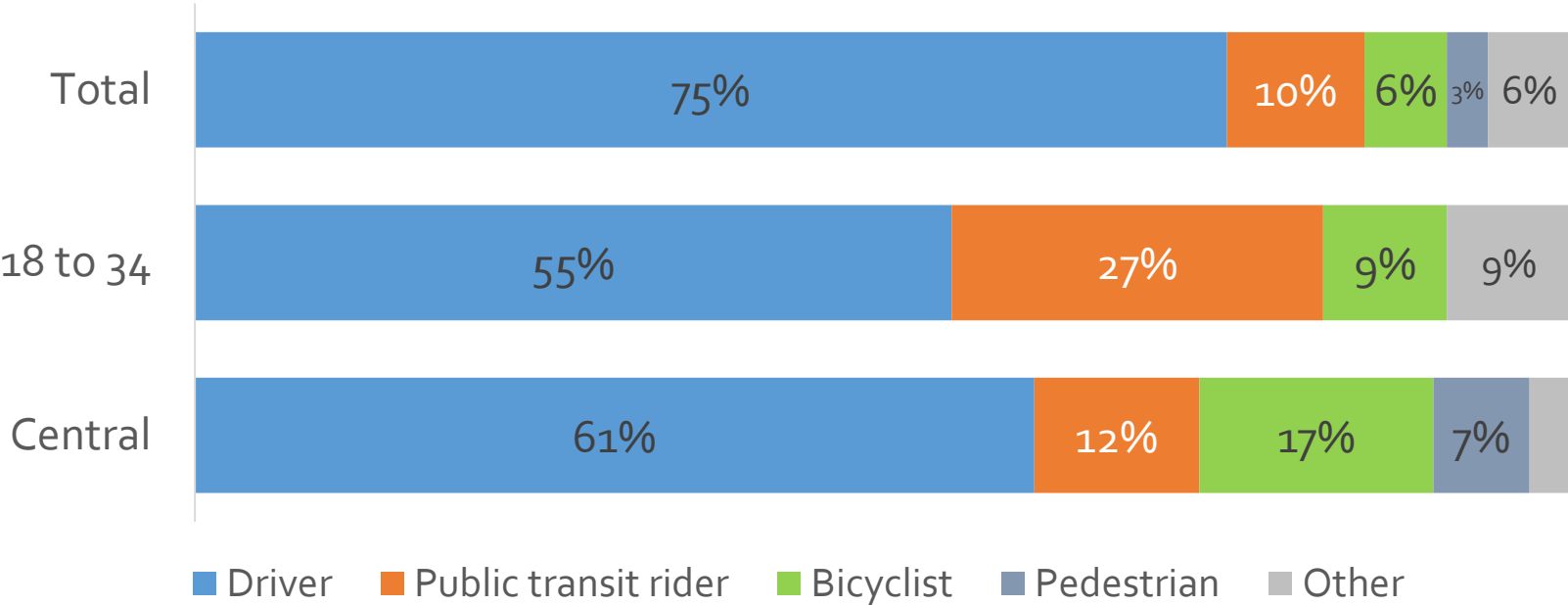
Transportation Identity

- ▶ “Overall, in terms of your lifestyle around transportation, how would you identify yourself?”



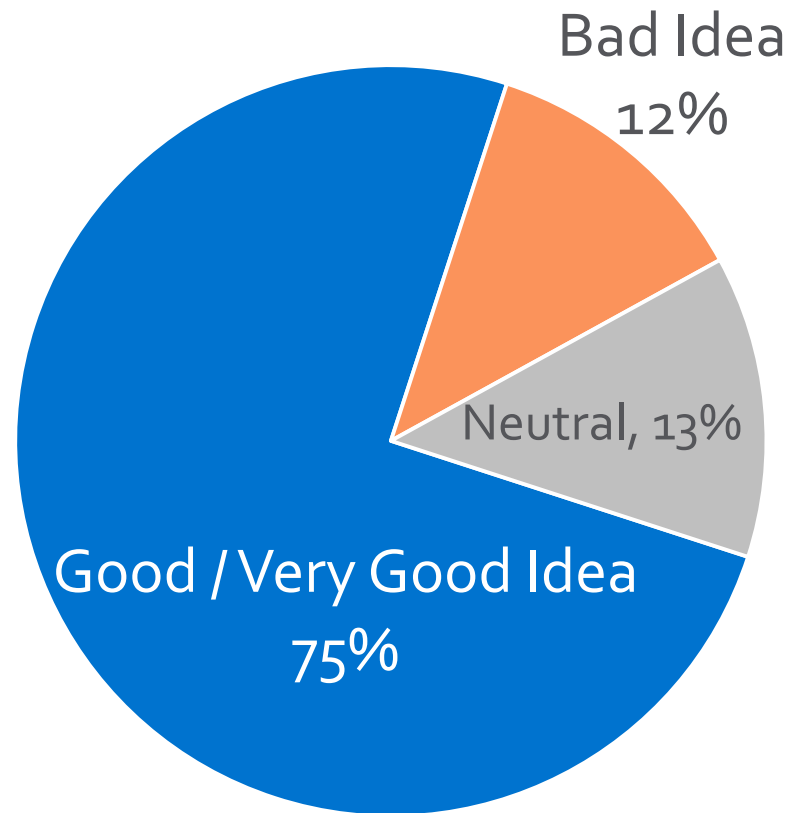
Transportation Identity

► “If you were to choose **only one** identity for yourself, what would it be?”

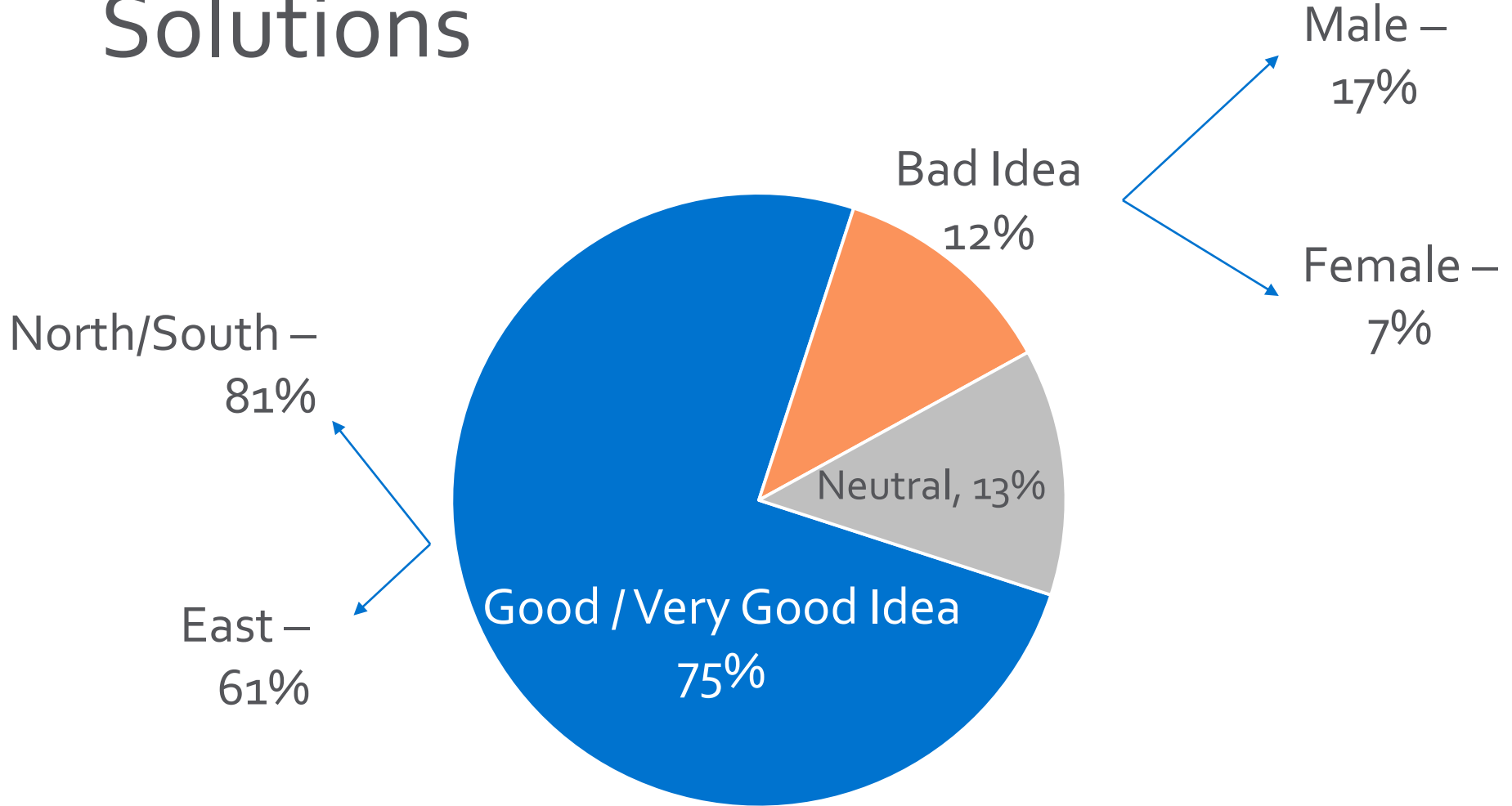


Solutions

- ▶ “If the City invests in or promotes walking, biking, transit or other sustainable modes to reduce future dependence on privately owned vehicles, it would be a...”



Solutions



City of Kelowna

Key Takeaways

- ▶ Support for promoting and investing in transportation options
- ▶ Impact of pass-through traffic overestimated
 - ▶ 10% of traffic on Highway 97 is passing through the City
- ▶ Link between land use and transportation not well understood



Questions?

For more information, visit kelowna.ca.