

Report

Transportation Survey



DATE 05/02/2020

DRAFT REPORT

Leger

We know Canadians

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BACKGROUND AND OBJECTIVES

Background and objectives

The City of Kelowna commissioned Leger Research to conduct a statistically valid telephone survey on transportation in Kelowna. The main purpose of the study is to gain better understanding of Kelowna residents' perceptions regarding transportation issues.

The primary objectives of the survey are to:

- ✓ Determine how residents define/understand congestion;
- ✓ Gauge the level of tolerance to congestion/changes in transportation;
- ✓ Prioritize transportation tools and options;
- ✓ Understand the latent demand/willingness to share a car, bike, use transit, etc.;
- ✓ Identify barriers; and,
- ✓ Identify resident solutions to transportation issues.

METHODOLOGY

Methodology

Approach: The survey was conducted by telephone (both landlines and cellular phones), though an online option was available for those who prefer to complete the survey online. Of the 300 total respondents, 161 completed the survey via landline, 136 completed it via cell phone and 3 completed via online survey.

A soft launch was held on November 18, 2019 and the data collection period was during November 18 - 29, 2019. The survey instrument, available in Appendix 2, was developed by Leger Research in collaboration with the City of Kelowna. The results were weighted to reflect the known age and gender parameters of the City of Kelowna according to the 2016 Census.

Leger surveyed City of Kelowna residents 19 years of age or older. The sample was obtained using random digit dialing (RDD). Prior to data collection, quotas were established by age category, gender, and FSA Zones in accordance to their representation in the population.

Response Rate: For the sample of 300 respondents from the City of Kelowna, the margin of error is +/- 5.7%, at the 95% level of confidence.

Notes for Interpretation: Where more than one response is allowed for a single question (multiple response), and percentages do not add to 100%, charts are marked. Responses for a single-response question may also not add to 100% due to rounding. Significant differences by group on by profiling slides are noted by green or red font which indicate significantly or lower results respectively.

Neighbourhood Comparisons

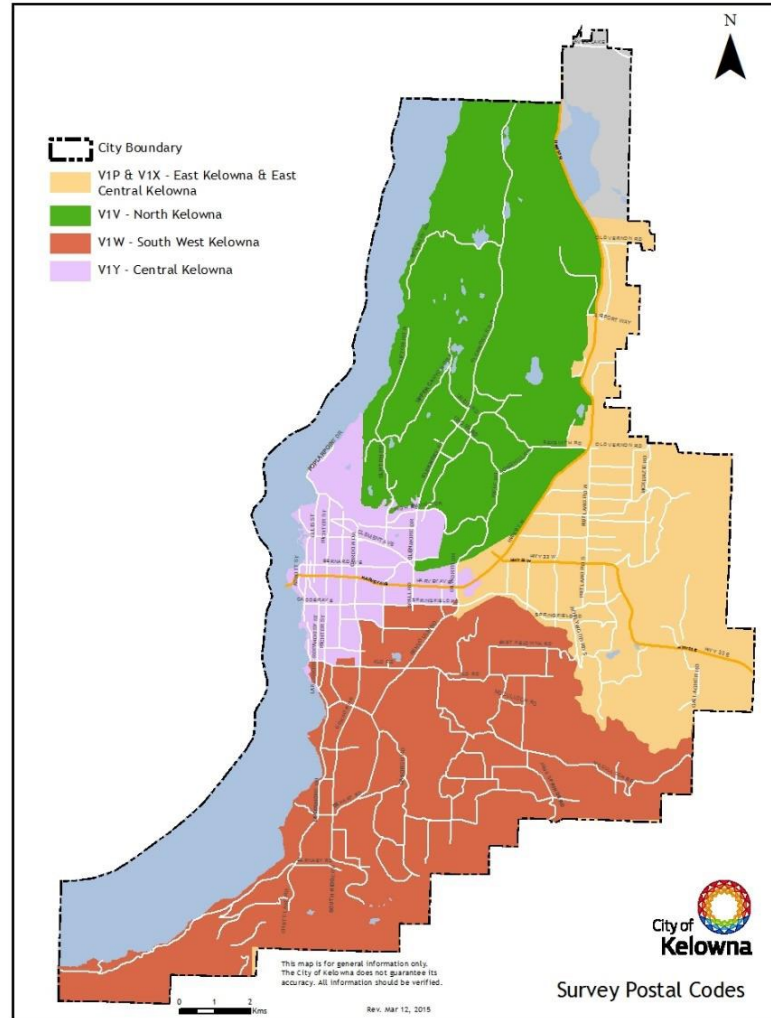
For the purposes of this study, neighbourhoods are defined by FSA (first three postal code digits):

- ✓ V1W – South West Kelowna (includes Lakeshore south of KLO, Guisachan, Benvoulin, Hall Road, Southeast Kelowna, North Okanagan Mission, South Okanagan Mission).
- ✓ V1Y – Central Kelowna (includes Downtown, North End, South Glenmore, Orchard Park, KGH, Okanagan College, Padosy north of KLO).
- ✓ V1V – North Kelowna (includes Clifton, Glenmore Valley, Dilworth, McKinley, Quail Ridge, Sexsmith).
- ✓ V1X/V1P – East Central Kelowna/East Kelowna (includes Hwy 97 North, Rutland, Toovey, Belgo, Black Mountain, Rutland Bench).

See following page for a map of these neighbourhoods.

Neighbourhoods

FSA Zones



Weighting

The final data reported has been weighted to ensure that the gender/age and neighbourhood distribution reflects that of the actual population demographics in Kelowna. The 2016 Census data for the City of Kelowna was used to adjust to the appropriate proportions by sex (male and female) and age (18-34, 35-54, 55+). The FSA codes were used to adjust for the appropriate proportions across the 4 regions of the city.

	Weighted %	Unweighted %
Gender		
Male	49%	45%
Female	51%	55%
Age		
18-34	26%	15%
35-54	31%	29%
55+	44%	56%
Neighbourhood		
Central Kelowna (V1Y)	28%	29%
East Central Kelowna (V1X)	25%	21%
South West Kelowna (V1W)	25%	30%
North & East Kelowna (V1V&V1P)	22%	21%

EXECUTIVE SUMMARY

Summary & Conclusions

How residents define/understand congestion

- There are too many people driving alone during rush hour is the factor that residents feel has the highest impact on traffic congestion in Kelowna (67% rate as 4 or 5=highly impact).
- The lack of convenient options other than driving is the aspect having the next highest impact on traffic congestion (64%).
- The volume of vehicles just passing through Kelowna is seen as the third most important factor impacting traffic congestion in the city (61% rate 4 or 5).

Gauging the level of tolerance to congestion/changes in transportation

- Three-quarters (74%) of residents feel that it is a good idea for the City of Kelowna to invest in or promote more sustainable modes of transportation (walking, biking, transit). Almost half (46%) of these residents feel this is a very good idea.

Prioritizing transportation tools and options

- Helping people of all ages and abilities get around is the top rated transportation issue among the 12 aspects evaluated. The next most important issue is the time it takes to get places. This is followed by the dependence on owning a car to get around and the value for tax dollars spent on transportation.

Summary & Conclusions

Understanding the latent demand/willingness to share a car, bike, use transit

- Over one-third (37%) of residents are likely to bike as a means of getting around for regular trips in the next year. This is closely followed by public transport (34% likely to use). Just under one in five (18%) are likely to use a carshare service within the next year.

Identifying barriers

- The vast majority of residents (80%) identify their transportation lifestyle as being a driver. Almost two in ten consider themselves a bicyclist (19%) and a pedestrian (18%). Yet when residents choose a single mode of transport the vast majority (75%) identify themselves as drivers.
- The leading barriers to each of the main modes are transport are:
 - Public transit - There are more convenient options
 - Carpool and Carshare - There are more convenient options
 - Shared bike/scooter/car - Not interested/physically able and there are more convenient options
 - Taxi or ride-hail - It's too expensive
 - Cycling - Not interested/physically able, destinations are too far away and don't feel safe

Identifying resident solutions to transportation issues

- Over half (56%) of residents agree that reducing dependence on cars could be a long-term solution to traffic congestion. Wanting to walk, bike, or take transit more than they currently do has the next highest agreement (54% strongly/somewhat agree) that this is a mean of reducing congestion.
- Yet half (51%) feel that building more roads is the long-term solution for traffic congestion.

Implications and Recommendations

Promote more sustainable modes of transportation such as walking, biking and public transit. Over half of Kelowna residents would like to use these modes more often. Over a third say they intend to use either a bike or public transit for regular trips next year.

Endeavour to offer more viable transportation options as alternatives to driving. This could include walking/cycling paths or additional transit routes and bus frequencies so they are more easily accessible as convenience is a main factor in adoption of alternative modes of transport.

Continue developing services to help people of all ages and abilities get around the city as this is the top rated transportation issue among residents.

The challenge will be to get people to default to a mode of transportation other than a vehicle. Reducing dependency on vehicles is seen as the leading means of reducing traffic congestion. This will require that residents feel another type of transport is (almost) as convenient as their personal vehicle.

RESULTS

Transportation Issues

A Paired Choice Analysis was implemented to produce a more refined understanding of the priority that Kelowna residents place on a select set of transportation attributes.

This analysis takes respondents through an exercise where they are presented with a series of paired items and asked to choose which one they think is a more important transportation issue for Kelowna. The analytic output then shows how often each item is chosen when compared against the others (indicated by % Win).

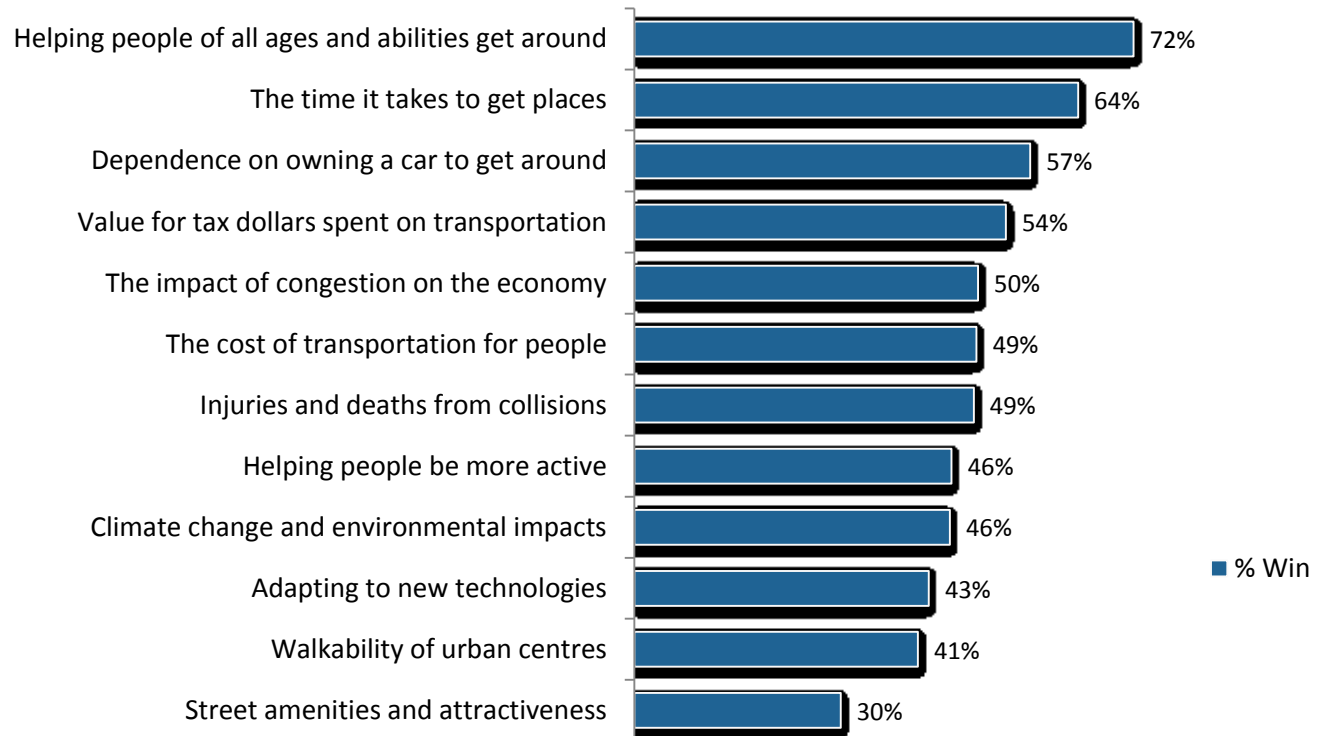
The below 12 aspects were assessed, resulting in a total of 66 possible combinations. Each respondent was randomly presented with 6 different pairs, with controls in place to ensure that each item was asked an equal number of times. With a total of 300 respondents, each combination was seen at least 27 times, insuring robustness of the results.

- Helping people of all ages and abilities get around
- The time it takes to get places
- Dependence on owning a car to get around
- Value for tax dollars spent on transportation
- The impact of congestion on the economy
- The cost of transportation for people
- Injuries and deaths from collisions
- Helping people be more active
- Climate change and environmental impacts
- Adapting to new technologies
- Walkability of urban centres
- Street amenities and attractiveness

Current transportation situation in Kelowna

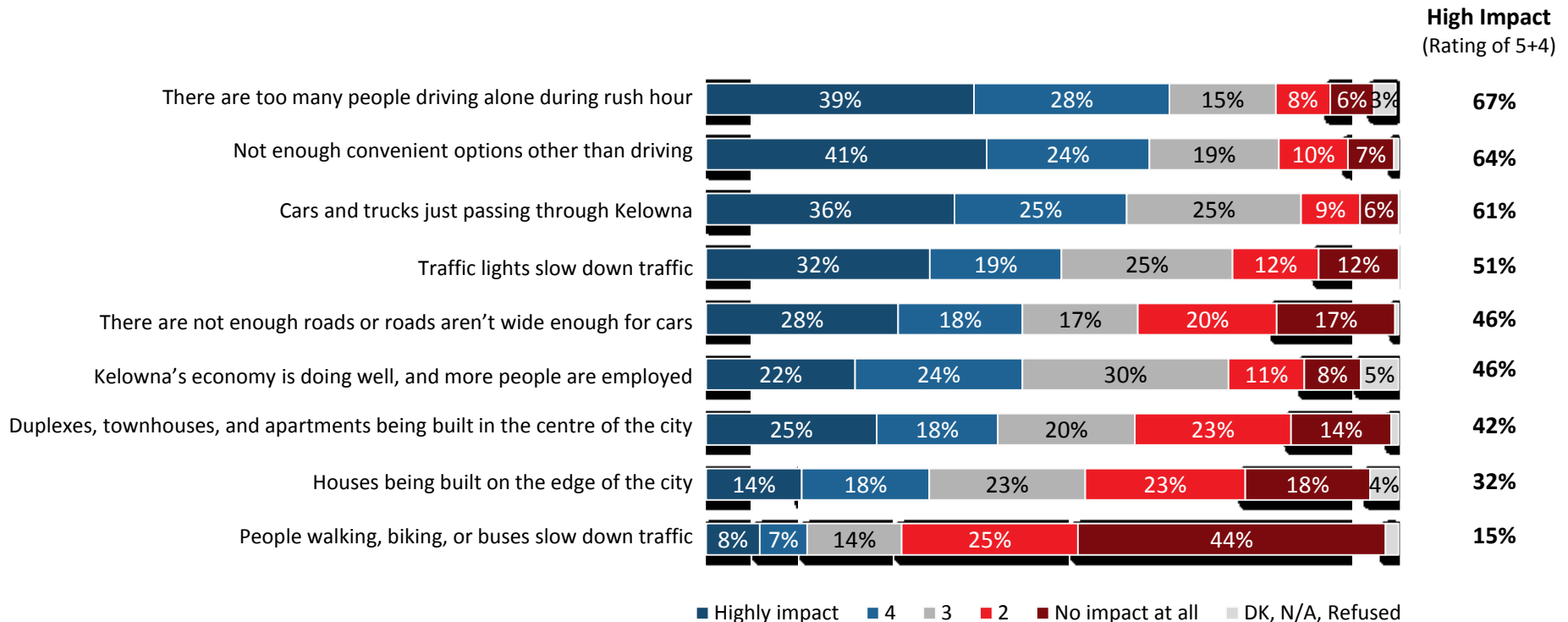
Paired Choice Analysis shows that citizens' number one transportation issues is helping people of all ages and abilities get around (chosen 72% of the time). The next most important transportation issue is the time it takes to get places (chosen 64% of the time). This is followed by the dependence on owning a car to get around and value for tax dollars spent on transportation (chosen 57% and 54% of the time respectively).

Street amenities and attractiveness is the least important transportation issue (chosen 30% of the time).



Reasons for traffic congestion in Kelowna

Overall, two-thirds (67%) of Kelowna residents feel that one of the main reasons for traffic congestion is that there are too many people driving during rush hour, followed by the lack of convenient options other than driving (64%). The third most common reason mentioned (by 61% of residents) is traffic from cars and trucks just passing through Kelowna.



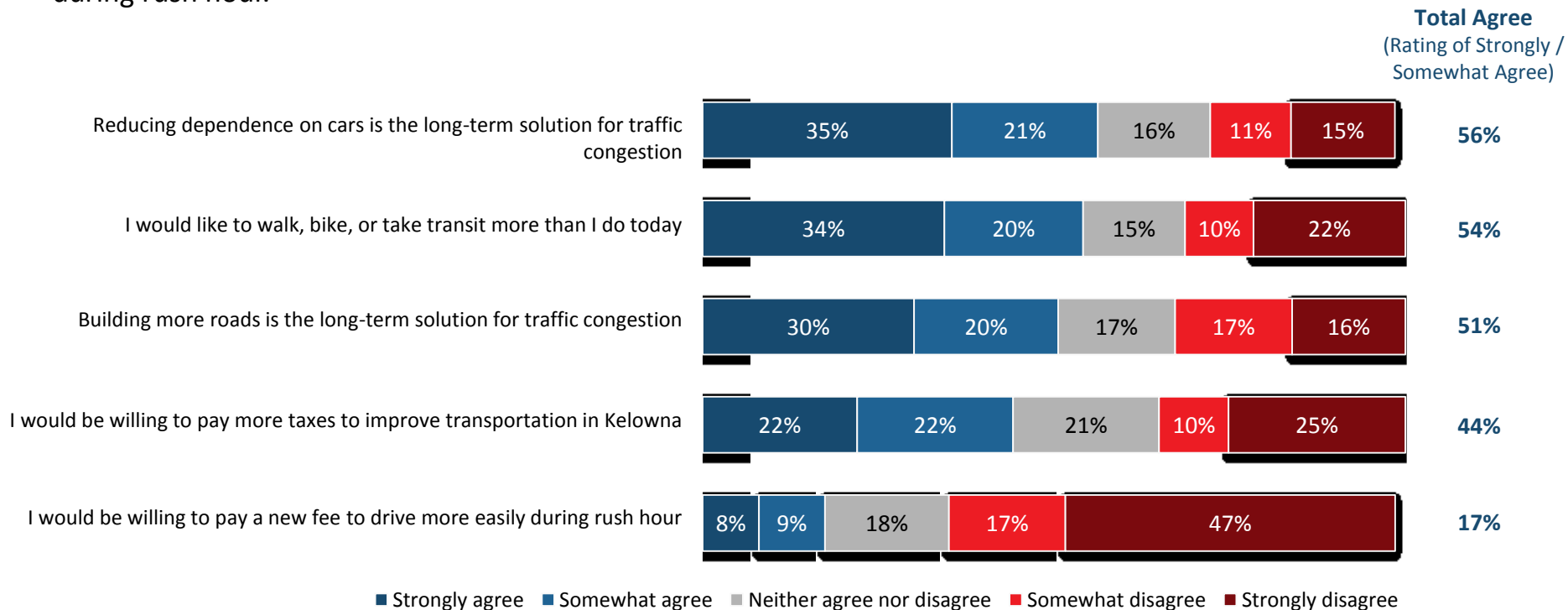
Q2. On a scale of 1 to 5, where 1 is "no impact at all" and 5 is "highly impact", please rate each in terms of how much impact it has on traffic congestion.

Base: Total, n=300

Solution to the transportation issues

Over half (56%) of Kelowna residents consider reducing dependence on cars as the top long-term solution to traffic congestion. Almost as many (54%) say they would like to walk, bike, or take transit more than they do currently. Half (51%) of residents feel building more roads is the long-term solution for traffic congestion.

Fewer than one in five Kelowna residents (17%) agree they would be willing to pay a fee to drive more easily during rush hour.



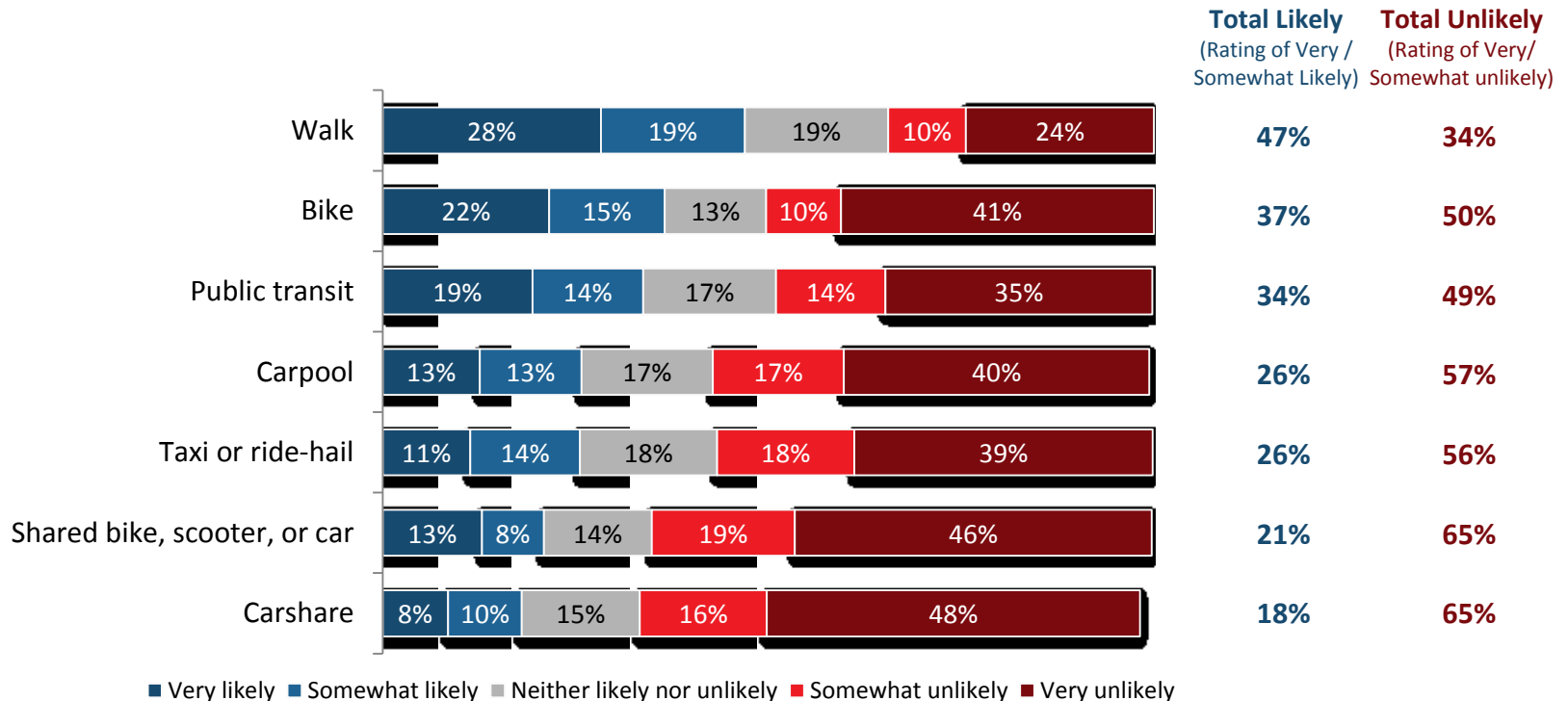
Q3. Please tell me how much you agree or disagree with each of the following statements.

Base: Total, n=300

Modes of transportation

Walk (47% rate very/somewhat likely), bike (37%) and public transport (34%) are the most popular modes of transportation that residents are likely to use to get around for regular trips in the next year.

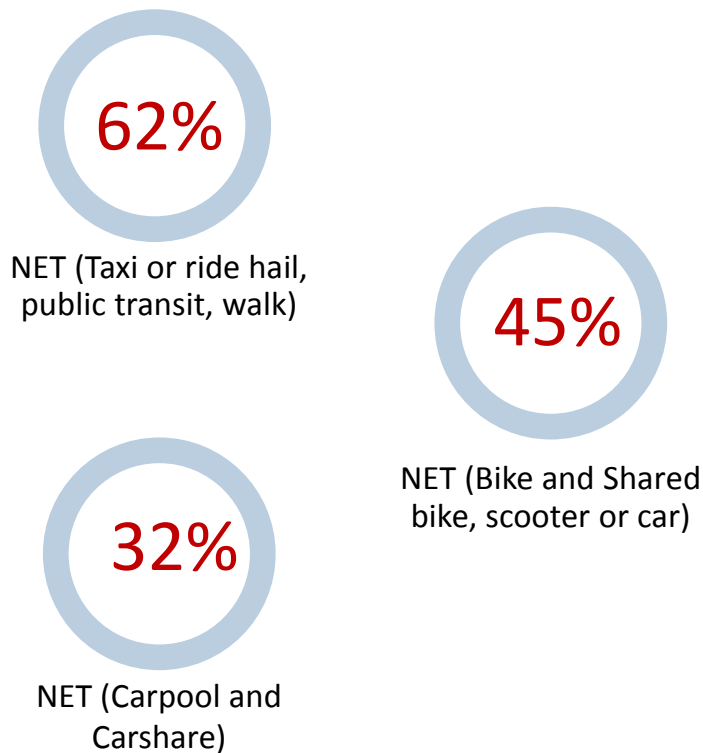
Carshare (18%) and shared bike/scooter/car (21%) are the least likely means of transportation residents are inclined to use for regular trips next year.



Modes of transportation (very/somewhat likely summary)

Overall, 62% of Kelowna residents are very/somewhat likely to use any of taxi, ride hail, public transit or walk in the next year. Almost half (45%) are likely to use a bike or shared bike/scooter/car over the next year, while one-third (32%) of residents would likely carpool or carshare.

NET scores



	Total (n=300)	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
Walk	47%	57%	39%	43%	47%
Bike	37%	48%	28%	32%	37%
Public transit	34%	48%	29%	25%	30%
Carpool	26%	29%	30%	19%	24%
Taxi or ride hail	26%	32%	27%	22%	20%
Shared bike, scooter, or car	21%	18%	32%	12%	22%
Carshare	18%	13%	30%	13%	16%

% is significantly higher than % in the same category and row

Modes of transportation (very/somewhat likely summary)

Older residents (55+ years old) are far less likely to use the majority of alternative modes of transport.

Those 35-54 years old are the most likely to bike (53% very/somewhat likely).

Those aged 19-34 are more likely to use public transit (49%), carpool (41%) and carshare (29%).

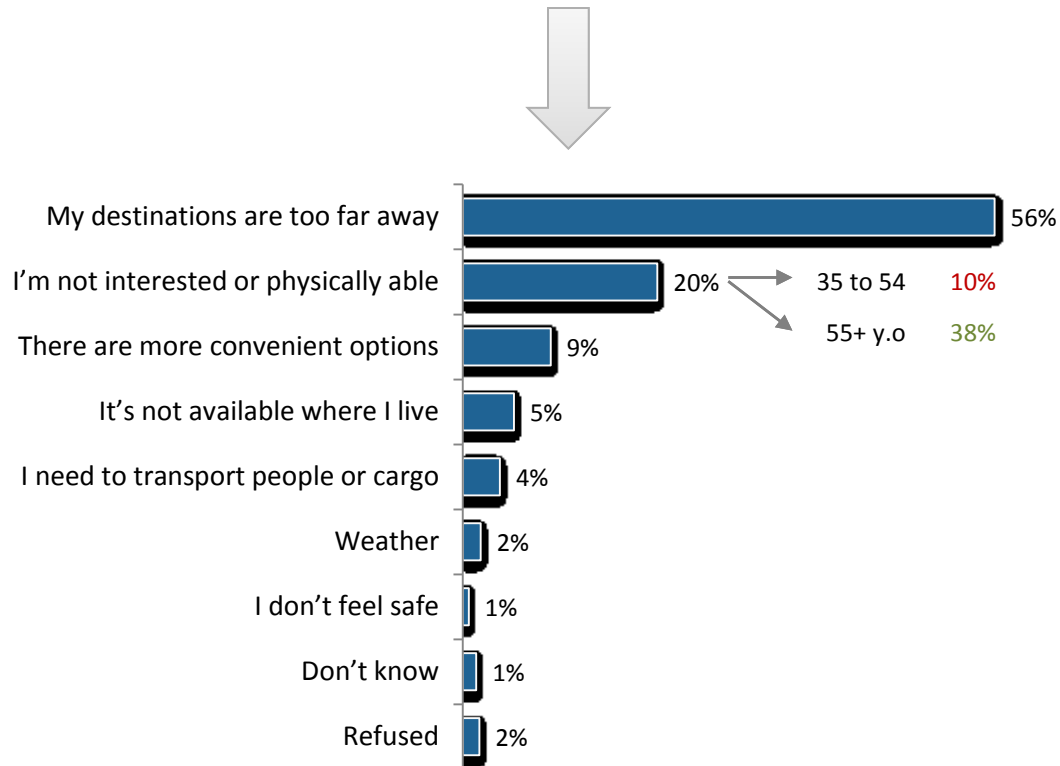
	Total (n=300)	19 to 34 (n=45)	35 to 54 (n=88)	55+ (n=167)
Walk	47%	41%	53%	47%
Bike	37%	37%	53%	25%
Public transit	34%	49%	32%	26%
Carpool	26%	41%	30%	13%
Taxi or ride hail	26%	34%	30%	17%
Shared bike, scooter, or car	21%	19%	24%	20%
Carshare	18%	29%	17%	13%

% is significantly higher than % in the same category and row

Barriers to using different modes of transportation



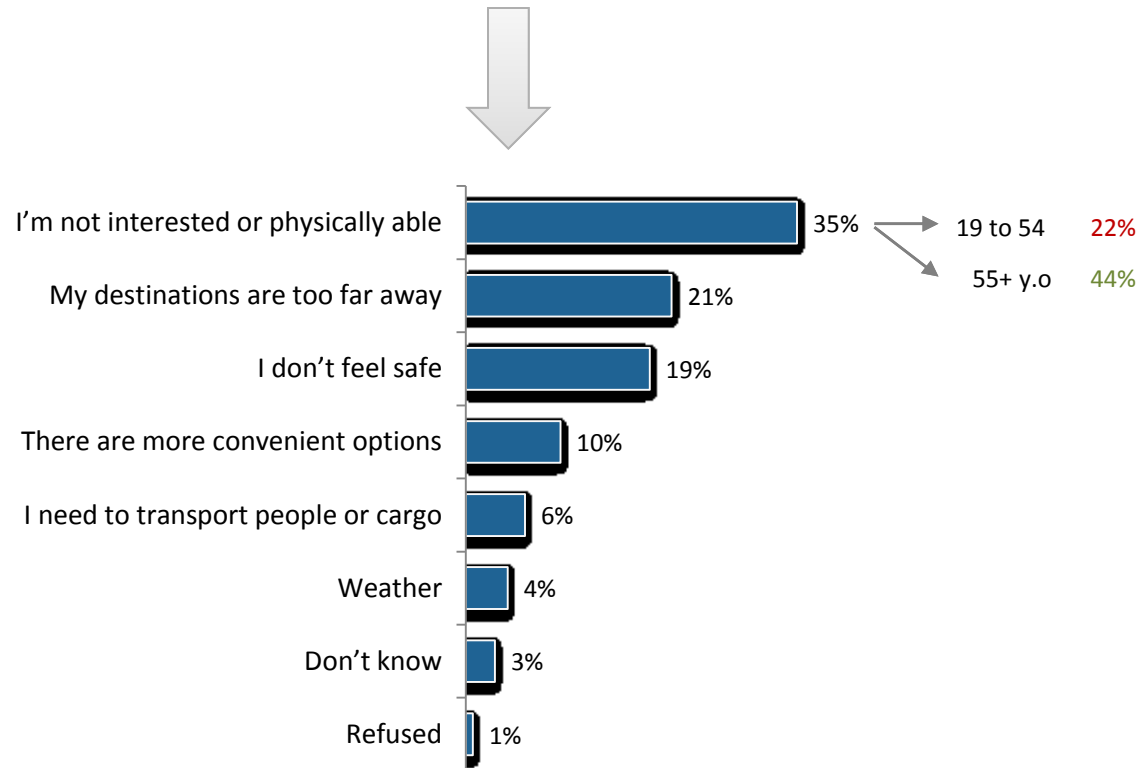
34% of riders are very/somewhat unlikely to use a **walk** for regular trips in the next year. The main barriers to using this mode of transportation include:



Barriers to using different modes of transportation



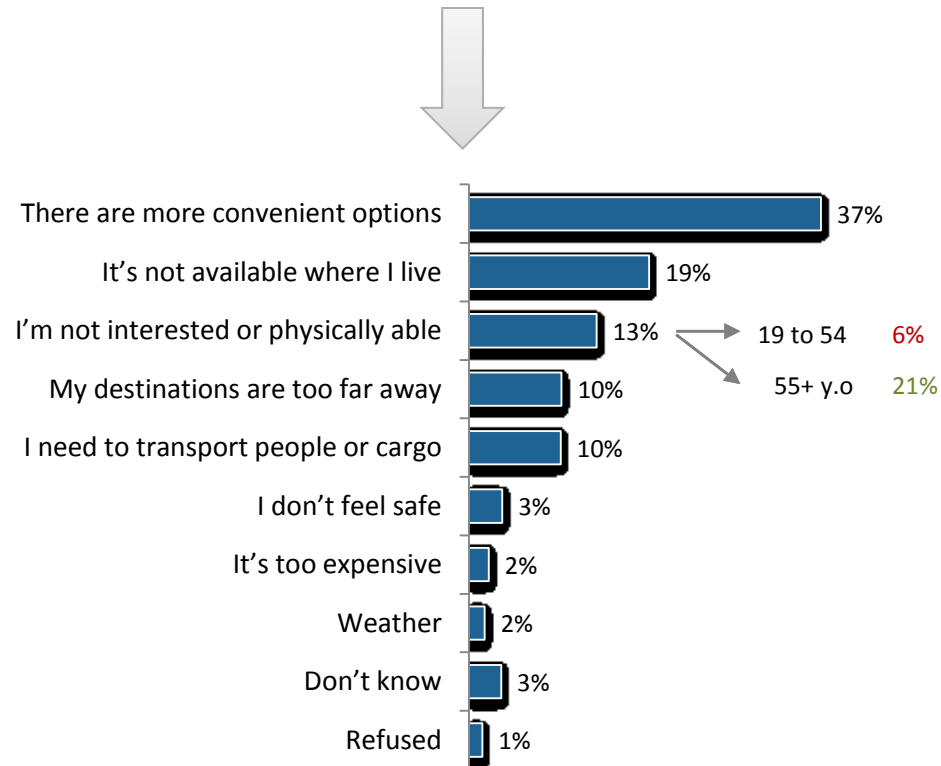
50% of riders are very/somewhat unlikely to use a **bike** for regular trips in the next year. The main barriers to using this mode of transportation include:



Barriers to using different modes of transportation



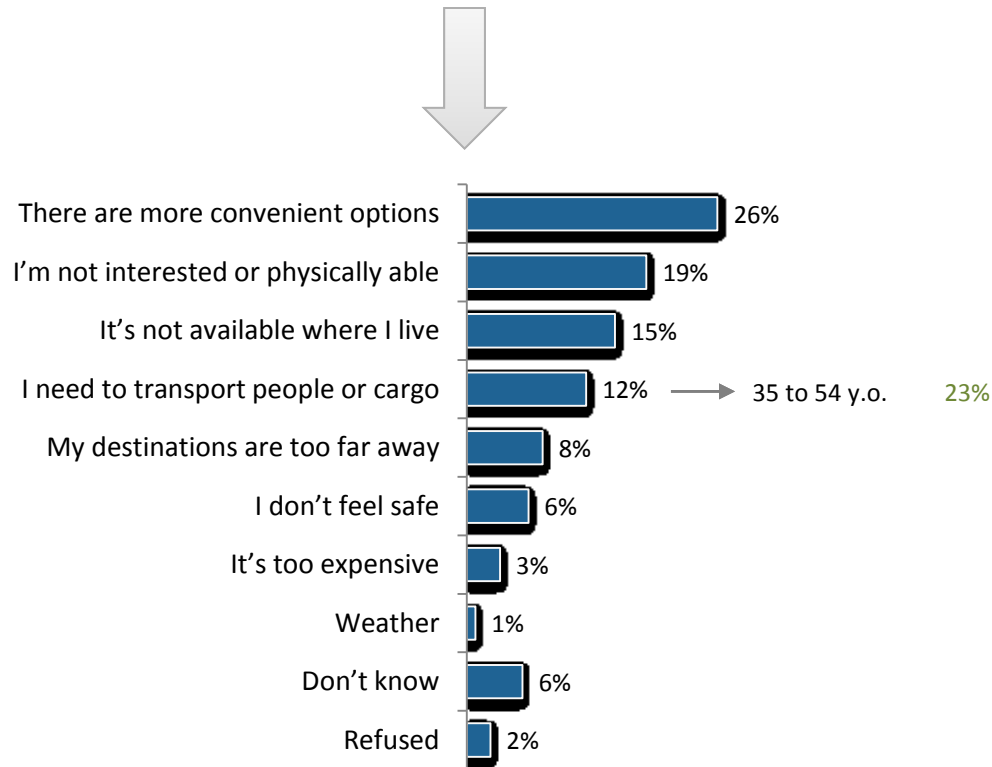
49% of riders are very/somewhat unlikely to use a **public transit** for regular trips in the next year. The main barriers to using this mode of transportation include:



Barriers to using different modes of transportation



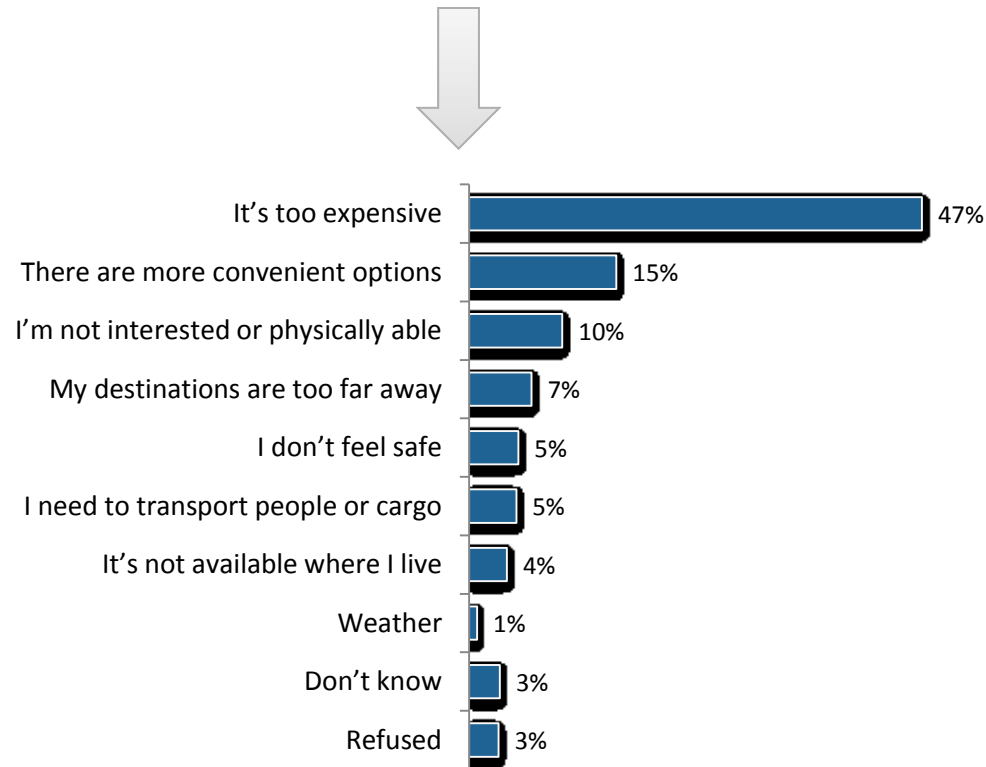
57% of riders are very/somewhat unlikely to use a **carpool** for regular trips in the next year. The main barriers to using this mode of transportation include:



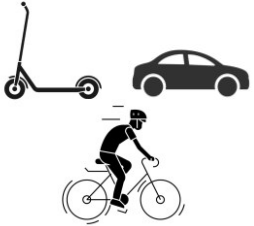
Barriers to using different modes of transportation



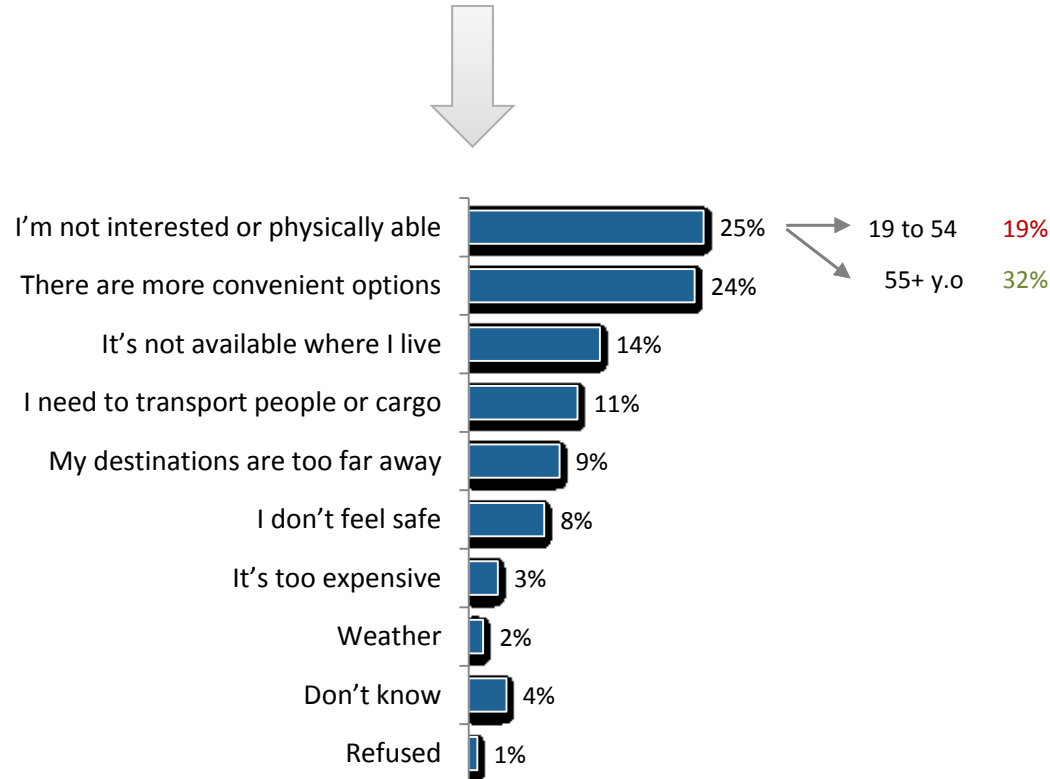
56% of riders are very/somewhat unlikely to use a **taxi or ride-hail** for regular trips in the next year. The main barriers to using this mode of transportation include:



Barriers to using different modes of transportation



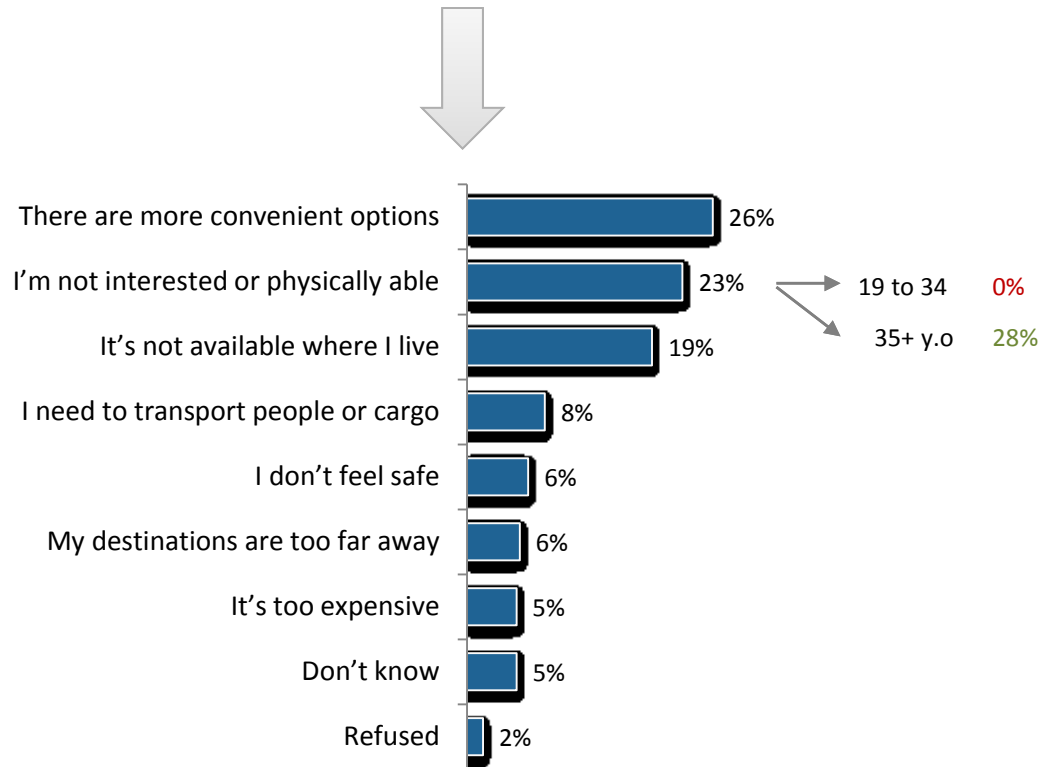
65% of riders are very/somewhat unlikely to use a **shared bike, scooter, or car** for regular trips in the next year. The main barriers to using this mode of transportation include:



Barriers to using different modes of transportation



65% of riders are very/somewhat unlikely to use a **carshare** for regular trips in the next year. The main barriers to using this mode of transportation include:



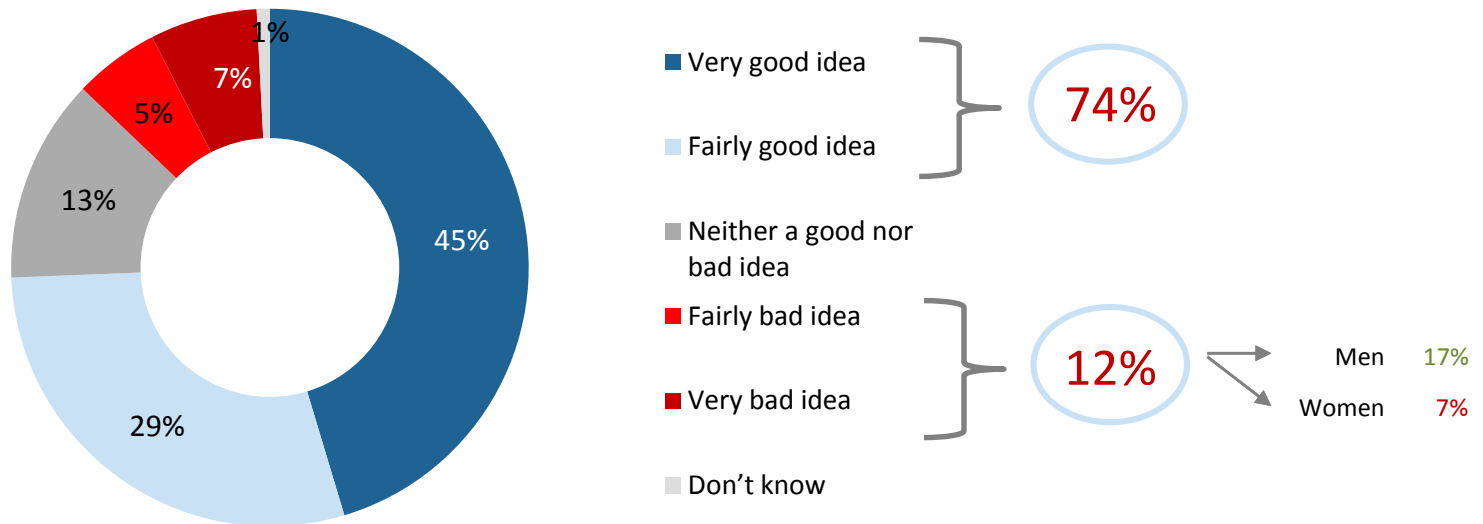
Q4b. What do you consider to be the greatest barrier to using each of these modes of transportation?

Base: Total very/somewhat unlikely (1,2) in Q4A, n=201

Promotion of sustainable modes

Three-quarters (74%) of residents feel that it is a good idea for the City of Kelowna to invest in or promotes sustainable modes of transportation such as walking, biking, transit to reduce dependence on privately owned vehicles. Almost half (45%) say this is a very good idea.

Only 12% of Kelowna residents think this idea is bad, with men more likely to feel this way (17%) than women (7%).



% is significantly higher than % in the same category and row

Q5. Do you think it would be a good or bad idea if the City of Kelowna invests in or promotes walking, biking, transit or other sustainable modes to reduce future dependence on privately owned vehicles?

Base: Total, n=300

Transportation Lifestyle

The vast majority (80%) of residents consider themselves as drivers. Almost two in ten consider their transportation lifestyle to be a bicyclist (19%) or a pedestrian (18%).

Around 15% identify their lifestyle as a public transit rider, while only 7% see themselves as a carpooler.

Multiple responses



Driver
80%



Bicyclist
19%



Pedestrian
18%



Public transit rider
15%



Carpooler
7%

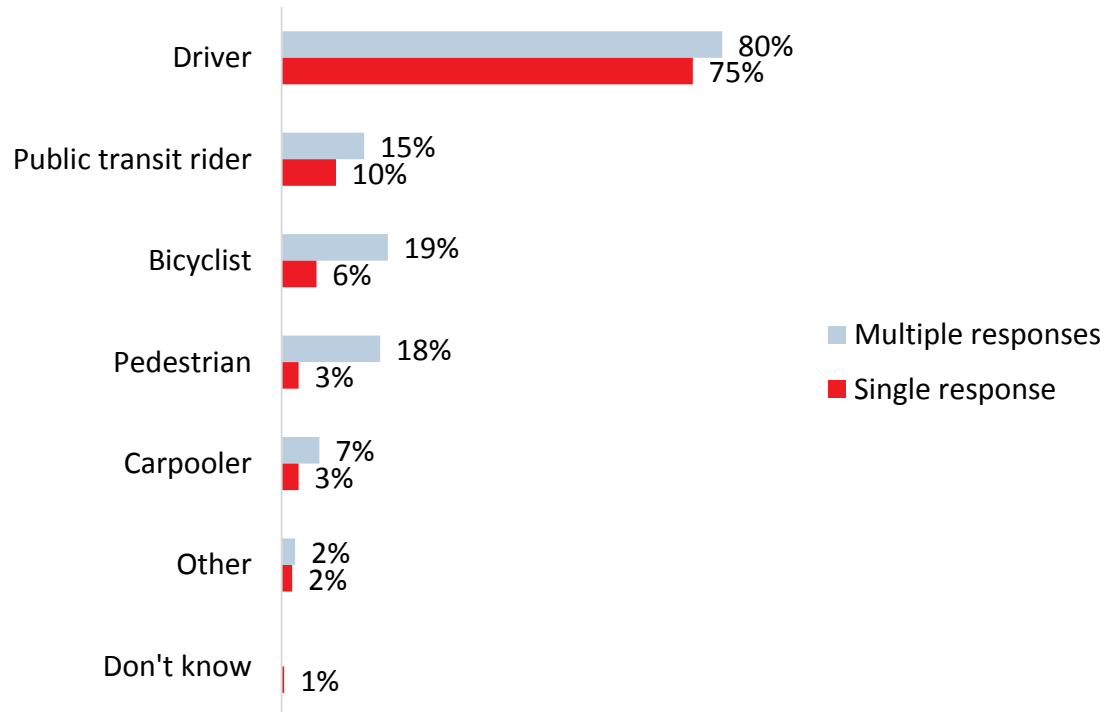
Other = 2%

Transportation Lifestyle

When selecting their primary mode of transportation the vast majority (75%) identify themselves as drivers.

Public transit is the second most common primary mode of transportation (10% selecting).

Those that considered their transportation lifestyle to include being a bicyclist and a pedestrian fall sharply since these are not their primary modes of travel (to 6% and 3% respectively).



Q7. Overall, in terms of your lifestyle around transportation, how would you identify yourself? (Multiple responses)

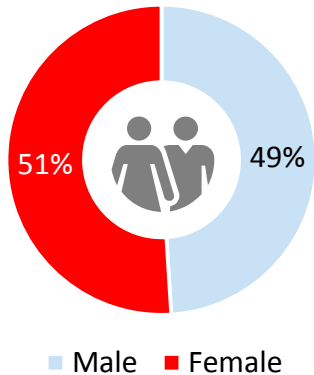
Q7b. If you were to choose only one transportation identity for yourself, what would it be? (Single response)

Base: Total, n=300

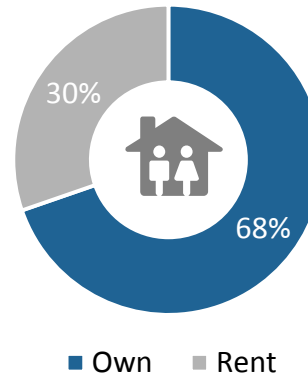
APPENDIX 1 - DEMOGRAPHICS

Demographics (weighted)

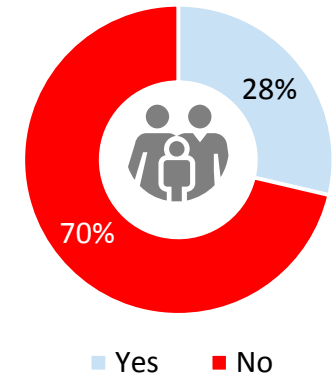
Gender



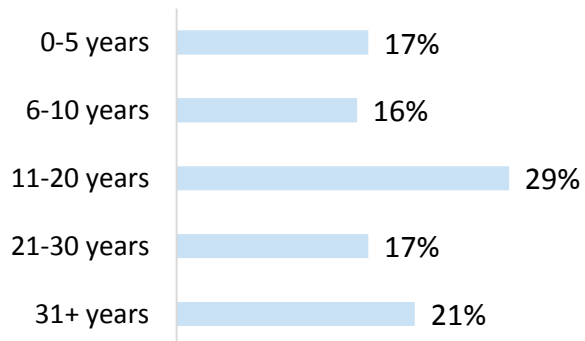
Own/rent



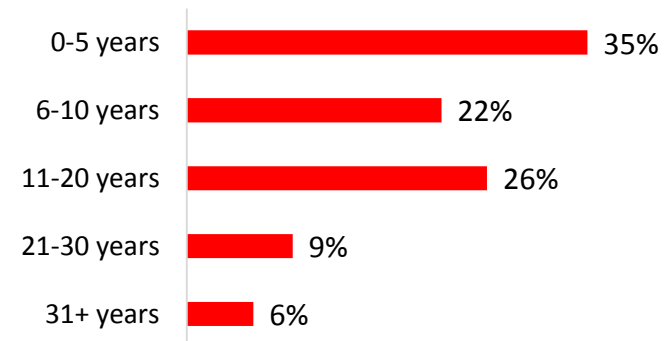
Children under the age of 18



Length of time in Kelowna



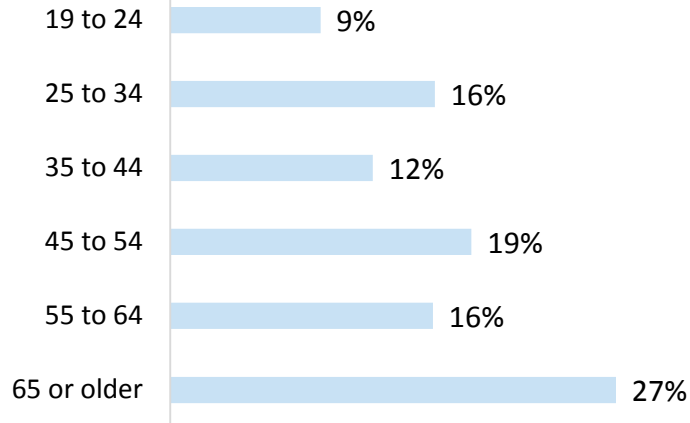
Length of time in Neighbourhood



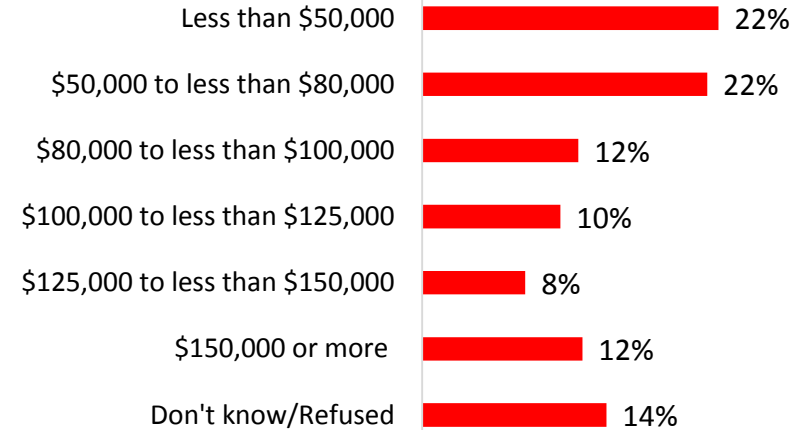
Demographics



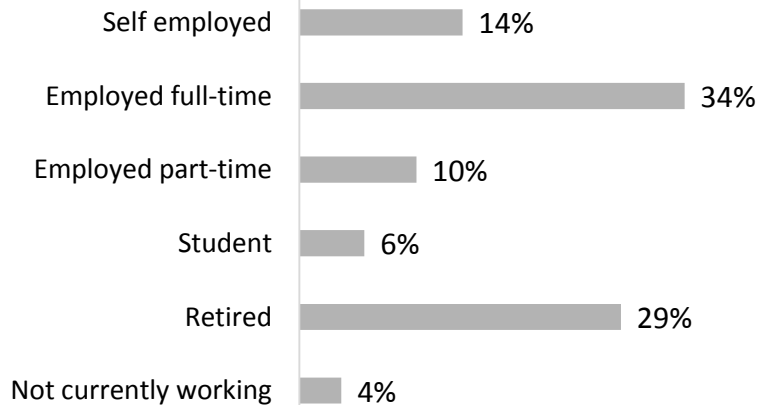
Age



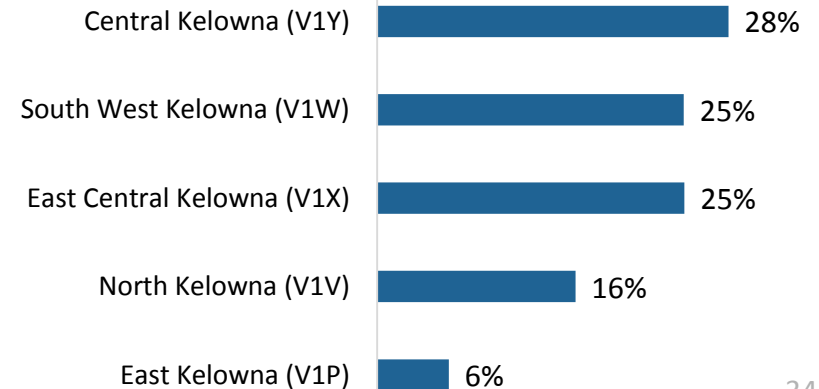
Income



Employment



District



Demographics – Length of Time in Kelowna

Length of time in Kelowna

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
0-5 years	17%	27%	11%	12%	15%
6-10 years	16%	15%	10%	17%	22%
11-20 years	29%	27%	35%	38%	19%
21-30 years	17%	11%	18%	16%	23%
31+ years	21%	19%	26%	16%	22%
Mean years in Kelowna	20.4	17.4	24.5	19.1	20.9

D1. How long have you lived in the City of Kelowna?

Base: Total, n=300; Central Kelowna, n= 86; East Central Kelowna, n=62; North East Kelowna, n=62; South Kelowna, n=90.

Demographics – Length of Time in Neighbourhood

Length of time in Neighbourhood

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
0-5 years	35%	47%	27%	35%	30%
6-10 years	22%	21%	18%	24%	27%
11-20 years	26%	17%	37%	29%	24%
21-30 years	9%	10%	9%	7%	10%
31+ years	6%	4%	9%	3%	7%
Mean years in neighbourhood	11.9	10.3	13.8	10.9	12.8

D2. And how long have you lived in your current neighbourhood?

Base: Total, n=300; Central Kelowna, n= 86; East Central Kelowna, n=62; North East Kelowna, n=62; South Kelowna, n=90.

Demographics – Household Characteristics

Home owners & renters

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
Own	68%	54%	63%	74%	83%
Rent	30%	43%	36%	23%	14%

Children under the age of 18 living in a household

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
Yes	28%	21%	32%	33%	30%
No	70%	77%	67%	66%	70%

D3. Do you own or rent your current home?

D4. Do you have children under the age of 18 living in your household?

Base: Total, n=300; Central Kelowna, n= 86; East Central Kelowna, n=62; North East Kelowna, n=62; South Kelowna, n=90.

Demographics – Household Characteristics

Income

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
Less than \$50,000	22%	29%	30%	20%	9%
\$50,000 to less than \$80,000	22%	20%	22%	15%	29%
\$80,000 to less than \$100,000	12%	16%	11%	9%	10%
\$100,000 to less than \$125,000	10%	10%	10%	11%	11%
\$125,000 to less than \$150,000	8%	3%	10%	11%	8%
\$150,000 or more	12%	12%	5%	17%	16%
Don't Know/ Refused	14%	10%	12%	17%	18%

D7. Which of the following categories best describes your household's approximate income for 2018? That is the total income before taxes of everyone in your household combined?

Base: Total, n=300; Central Kelowna, n= 86; East Central Kelowna, n=62; North East Kelowna, n=62; South Kelowna, n=90.

Demographics – Household Characteristics

Gender (Not asked; recorded based on voice)

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
Male	49%	47%	50%	48%	51%
Female	51%	53%	50%	52%	49%

Age

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
19 to 24	9%	10%	10%	8%	8%
25 to 34	16%	22%	18%	19%	6%
35 to 44	12%	12%	15%	12%	11%
45 to 54	19%	15%	17%	20%	22%
55 to 64	16%	12%	21%	15%	17%
65 or older	27%	29%	19%	26%	35%

S3. Which of the following categories does your age fall into?

Base: Total, n=300; Central Kelowna, n= 86; East Central Kelowna, n=62; North & East Kelowna, n=62; South Kelowna, n=90.

Demographics – Household Characteristics

Employment status

	Total	District			
	N=300	Central Kelowna (n=86)	East Central Kelowna (n=62)	North & East Kelowna (n=62)	South West Kelowna (n=90)
Self employed	14%	16%	11%	18%	14%
Employed full-time	34%	33%	45%	28%	31%
Employed part-time	10%	10%	15%	13%	5%
Student	6%	9%		10%	4%
Retired	29%	28%	20%	28%	38%
Not currently working	4%	2%	7%	1%	4%

D5. Which of the following best describes your employment status?

Base: Total, n=300; Central Kelowna, n= 86; East Central Kelowna, n=62; North & East Kelowna, n=62; South Kelowna, n=90.

APPENDIX 2 - QUESTIONNAIRE

Appendix 2 - Questionnaire

City of Kelowna
Transportation Survey
Final - Revised November 19, 2019

INTRODUCTION

Hello, my name is _____. I'm calling on behalf of the City of Kelowna from Leger Research. We are conducting a brief survey about transportation in Kelowna. Your input is important – the survey results will help the city develop services that will help better serve the community. Please be assured that your views will remain confidential and anonymous. May I please speak with a household member who is 19 years of age or older? [PRE-SCREEN FOR UNDER 35]

As a thank-you for participating you can choose to be entered into a draw for a \$500 Visa gift card.

[IF WANTS TO KNOW WHAT KINDS OF QUESTIONS WE ARE ASKING: This study is about your perceptions of transportation issues in the City of Kelowna. It is a legitimate survey conducted by Leger Research, an independent research company and is sponsored by the City of Kelowna.]

[IF MENTION ALREADY BEING CALLED ABOUT A SURVEY ABOUT TRANSPORTATION STATE: This survey is different than the Health and Active Transportation Research that was recently conducted on behalf of Simon Fraser University. Our survey is being done on behalf of the City of Kelowna.]

IF NOT AVAILABLE, MAKE CALL-BACK APPOINTMENT FOR FIRST POSSIBLE TIME.

This interview will take roughly 10 minutes, depending on your answers.

Your feedback will help the City of Kelowna understand residents' perceptions about transportation issues in the city.

I can assure you that this is a legitimate survey being conducted on behalf of the City of Kelowna. You can verify this by calling the Project Manager for this study at Leger Research (at 604.676.3994) or you can contact the City of Kelowna at (XXX.XXX.XXX).

Everything you say will be kept confidential and anonymous.

TO NEW HOUSEHOLD RESPONDENT: Hello, my name is _____. I'm calling on behalf of the City of Kelowna from Leger Research. We are conducting a brief survey about transportation in Kelowna. May I confirm that you are 19 years of age or older?

1. YES – CONTINUE
2. NO – ASK TO SPEAK TO THE PERSON WHO IS 19 OR OLDER

Appendix 2 - Questionnaire

SCREENING

S1. Do you, or does anyone in your household, work for the City of Kelowna?

- | | |
|----------------|---------------------|
| 1. Yes | THANK AND TERMINATE |
| 2. No | CONTINUE |
| 97. Don't know | THANK AND TERMINATE |
| 98. Refused | THANK AND TERMINATE |

TERMINATE LANGUAGE for S1: Given the nature of the survey, that will be my only question today. Thank you very much for your time.

S2. Do you live in the City of Kelowna? This does not include the communities of Joe Rich, Ellison, West Kelowna, Lake Country, Westbank First Nation, or Peachland.

- | | |
|----------------|---------------------|
| 1. YES | CONTINUE |
| 2. NO | THANK AND TERMINATE |
| 97. DON'T KNOW | THANK AND TERMINATE |

THANK AND TERMINATE FOR S2. Given that we are conducting the survey among Kelowna residents, those will be all of my questions today. Thank you for your time.

DO NOT ASK. RECORD GENDER BASED ON VOICE.

- | |
|-----------|
| 1. MALE |
| 2. FEMALE |

S3. Which of the following categories does your age fall into? Please stop me when I reach it. [READ LIST]

- | | |
|---------------------------|---------------------|
| 19 to 24 | |
| 25 to 34 | |
| 35 to 44 | |
| 45 to 54 | |
| 55 to 64, or | |
| 65 or older | |
| 98. [DO NOT READ] REFUSED | THANK AND TERMINATE |

THANK AND TERMINATE FOR S3. Given that we require an age bracket to ensure we are speaking with a representative group of residents; those will be all of my questions today.

Thank you for your time. ALLOW RESPONDENT TO ANSWER IF STATE THEY WANT TO CONTINUE WITH SURVEY

Appendix 2 - Questionnaire

S4. To ensure we're speaking to a representative group of Kelowna residents, could I please have your six-digit postal code? (If necessary, add "I can assure you that this information will remain confidential and for survey classification purposes only.")

RECORD POSTAL CODE
IF PARTICIPANT REFUSES OR DOESN'T KNOW POSTAL CODE, USE POSTAL CODE FROM SAMPLE (IF PROVIDED).
IF PARTICIPANT HAS NO POSTAL CODE IN SAMPLE (I.E., CELL PHONE SAMPLE) ASK FOR FIRST 3 DIGITS OF POSTAL CODE – THEN ASK Q.S4a

Precodes Check: V1Y, V1X, V1P, V1V, V1W

[IF POSTAL CODE DON'T KNOW OR REFUSED OR ONLY GAVE FIRST 3 DIGITS AT S4]

S4a. Could you tell me what neighbourhood you live in?

RECORD | CONTINUE AND CODE APPROPRIATE DISTRICT AFTER
DON'T KNOW/REFUSED | THANK AND TERMINATE

THANK AND TERMINATE FOR S4a. Given that we are conducting this survey among individuals who reside within the City of Kelowna boundaries, those will be all of my questions today. Thank you for your time.

MAIN SURVEY

Q1. To start, we'd like to get your feedback on the current transportation situation in Kelowna. I'm going to read you some different pairs of topics.

Please select which transportation issue is more important for Kelowna.

[READ RANDOM PAIRS – ASK 6 SETS]

Injuries and deaths from collisions
Climate change and environmental impacts
The cost of transportation for people
The impact of congestion on the economy
Walkability of urban centres
Helping people be more active
The time it takes to get places
Street amenities and attractiveness
Adapting to new technologies [IF CLARIFICATION NEEDED, SAY "For example, Uber, Ogo Scooter share, or driverless vehicles"]
Helping people of all ages and abilities get around
Dependence on owning a car to get around
Value for tax dollars spent on transportation

Q2. I'm going to read you a number of factors which may cause traffic congestion in Kelowna. On a scale of 1 to 5, where 1 is "no impact at all" and 5 is "highly impact", please rate each in terms of how much impact it has on traffic congestion.

[ROWS - RANDOMIZE]

Kelowna's economy is doing well, and more people are employed
Not enough convenient options other than driving
People walking, biking, or buses slow down traffic
Traffic lights slow down traffic
Houses being built on the edge of the city
Duplexes, townhouses, and apartments being built in the centre of the city
There are too many people driving alone during rush hour
There are not enough roads or roads aren't wide enough for cars
Cars and trucks just passing through Kelowna

[COLUMNS – READ SCALE]

5. Highly impact

Appendix 2 - Questionnaire

- 4.
- 3.
- 2.
- 1. No impact at all
- 96. [DNR] Not applicable
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q3. Please tell me how much you agree or disagree with each of the following statements. For each, please rate your level of agreement on a scale of 1 to 5 where 1 is "Strongly Disagree" and 5 is "Strongly Agree ". The first is... [READ RESPONSE OPTIONS FOR FIRST ONE, AND REPEAT AS NEEDED TO CLARIFY]

[ROWS; RANDOMIZE]

I would like to walk, bike, or take transit more than I do today
 I would be willing to pay a new fee to drive more easily during rush hour
 I would be willing to pay more taxes to improve transportation in Kelowna
 Building more roads is the long-term solution for traffic congestion
 Reducing dependence on cars is the long-term solution for traffic congestion

[COLUMNS]

- 5. Strongly agree
- 4. Somewhat agree
- 3. Neither agree nor disagree
- 2. Somewhat disagree
- 1. Strongly disagree
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q4. How likely would you be to use the following means of getting around for regular trips in the next year? For each mode, please rate your level of likelihood to use it from 1 "very unlikely" to 5 "very likely."

[RANDOMIZE]

Bike
 Shared bike, scooter, or car [IF CLARIFICATION NEEDED, SAY "For example, Modo Carshare or OGO Scooters"]
 Carpool
 Carshare
 Taxi or ride-hail [IF CLARIFICATION NEEDED, SAY "For example, Uber or Lyft"]

Public transit
 Walk

[COLUMNS]

- 5. Very likely
- 4. Somewhat likely
- 3. Neither likely nor unlikely
- 2. Somewhat unlikely
- 1. Very unlikely
- 98. [DNR] Don't know
- 99. [DNR] Refused

Appendix 2 - Questionnaire

[IF SELECTED ANY RESPONSES AS EITHER Somewhat unlikely OR Very unlikely AT Q4 THEN ASK Q4b]

Q4b. What do you consider to be the greatest barrier to using each of these modes of transportation?

[RANDOMIZE]

1. My destinations are too far away
2. It's not available where I live
3. There are more convenient options
4. It's too expensive
5. I don't feel safe
6. I'm not interested or physically able
7. I need to transport people or cargo
8. Weather

[COLUMNS]

[DISPLAY ALL OPTIONS SELECTED Somewhat unlikely OR Very unlikely AT Q4]

Q5. Do you think it would be a good or bad idea if the City of Kelowna invests in or promotes walking, biking, transit or other sustainable modes to reduce future dependence on privately owned vehicles? Would it be a [READ LIST; SELECT ONE]

5. Very good idea
4. Fairly good idea
3. Neither a good nor bad idea
2. Fairly bad idea
1. Very bad idea
98. [DNR] Don't know
99. [DNR] Refused

Q7. Overall, in terms of your lifestyle around transportation, how would you identify yourself? Would you be a [READ; SELECT ALL THAT APPLY]

[RANDOMIZE]

Driver
Carpooler
Bicyclist
Public transit rider
Pedestrian

Other (specify) _____ [ANCHOR]

[IF ONLY SELECTED 1 RESPONSE AT Q7 THEN SKIP Q7b – AUTO CODE RESPONSE AT Q7 TO Q7b]

Q7b. If you were to choose only one transportation identity for yourself, what would it be? [READ RESPONSES SELECTED AT Q7 - IF NECESSARY, ALLOW MORE THAN 1 RESPONSE IF MENTIONED]

DEMOGRAPHIC QUESTIONS

We'd like to finish the survey by asking you a few questions about you and your household. This information is only for comparison purposes to ensure the City is hearing from a broad range of residents.

D1. How long have you lived in the City of Kelowna? [RECORD IN YEARS]

RECORD NUMBER OF YEARS

1. LESS THAN A YEAR
97. DON'T KNOW
98. REFUSED

D2. And how long have you lived in your current neighbourhood? [DO NOT READ LIST]

RECORD NUMBER OF YEARS

1. LESS THAN A YEAR
97. DON'T KNOW
98. REFUSED

D3. Do you own or rent your current home? [DO NOT READ LIST]

1. OWN
2. RENT
98. REFUSED

D4. Do you have children under the age of 18 living in your household? [DO NOT READ LIST]

1. YES
2. NO
98. REFUSED

D5. Which of the following best describes your employment status? [READ LIST]

Appendix 2 - Questionnaire

1. Self employed
2. Employed full-time
3. Employed part-time
4. Student
5. Retired
6. Not currently working [IF NEEDED: includes unemployed, homemaker, and on leave]
95. [DNR] Other – specify _____
99. [DNR] Refused

[ASK IF CODES 1-4 AT Q.D5]

D6. Could you tell me what neighbourhood you work or go to school?

RECORD | CONTINUE - WILL CODE APPROPRIATE DISTRICT AFTER
DONT KNOW/REFUSED

D7. Which of the following categories best describes your household's approximate income for 2018? That is the total income before taxes of everyone in your household combined? Please stop me when I've reached your category [READ LIST]

1. Less than \$50,000
2. \$50,000 to less than \$80,000
3. \$80,000 to less than \$100,000
4. \$100,000 to less than \$125,000
5. \$125,000 to less than \$150,000
6. \$150,000 or more
97. DON'T KNOW
98. REFUSED

Contest Entry

We would like to offer you a draw entry for a \$500 Visa gift card. Would you like to enter into the draw?

[IF YES:] May I please confirm your name (first name or initial is fine), as well as the best phone number and email address to contact you on if you're chosen as a draw winner? [OK TO LEAVE ANY FIELD BLANK IF REQUESTED]

[IF NO:] No problem, entering the draw is entirely optional.

Thank you very much for participating in this survey. Your responses will be combined with those of other Kelowna residents and will provide valuable input to the City of Kelowna.

End of document ■



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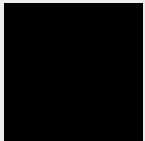
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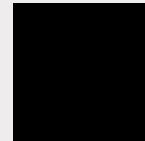
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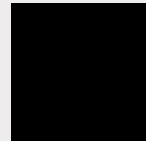
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