

# Report to Council



**Date:** March 9, 2019  
**To:** Council  
**From:** City Manager  
**Subject:** Transportation Master Plan: Phase 3 Public Engagement Summary  
**Department:** Integrated Transportation

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## **Recommendation:**

THAT Council receives, for information, the report from the Integrated Transportation Department dated March 9, 2020, with respect to the Transportation Master Plan – Phase 3 Public Engagement Summary.

## **Purpose:**

To present the results of the Transportation Master Plan Phase 3 Public Engagement activities, including the results of the online budget allocator exercise.

## **Background:**

The Transportation Master Plan (TMP) will help identify and prioritize investments needed over the next 20 years to achieve the community's transportation vision and goals. Development of the TMP was launched in 2018 and is being developed in five phases.

Phase 1 began by developing a vision and goals for the Transportation Master Plan (TMP), derived from Imagine Kelowna and presented to the public during spring 2018. The TMP Vision is: "Kelowna will be a city with vibrant urban centres where people and places are conveniently connected by diverse transportation options that help us transition from our car-centric culture"

Phase 2 involved coordination with the 2040 OCP to identify an endorsed Growth Scenario and assess the future impacts to the transportation network as a result of that scenario. Phase 2 concluded with the publication of an Existing and Future Conditions Technical Report that was presented to Council on August 12, 2019 and is available on the [TMP website](#). To keep Kelowna moving, the report noted that it will be necessary to shift as many future trips as possible to transportation modes that can move more people through the same amount of space (such as walking, biking, transit, carpooling, and personal electric mobility devices). This will help prioritize road space for trips that must be made by driving, while giving Kelowna residents more choices for getting around.

## TMP Development Timeline



Phase 3 of the TMP was launched on November 18, 2019 with a presentation to Council on the potential transportation projects, policies and programs under consideration for inclusion in the TMP. To share the options with the public and collect feedback, residents were invited to 'sit in the planner's seat' and take part in a budget prioritization exercise to understand the benefit and cost tradeoffs associated with the potential transportation investment options. This report includes an overview of the TMP Phase 3 public engagement activities conducted from November 19<sup>th</sup> – Dec 6<sup>th</sup>, 2019 and a summary of key takeaways. The complete TMP Phase 3 Engagement Summary is provided in Attachment 1.

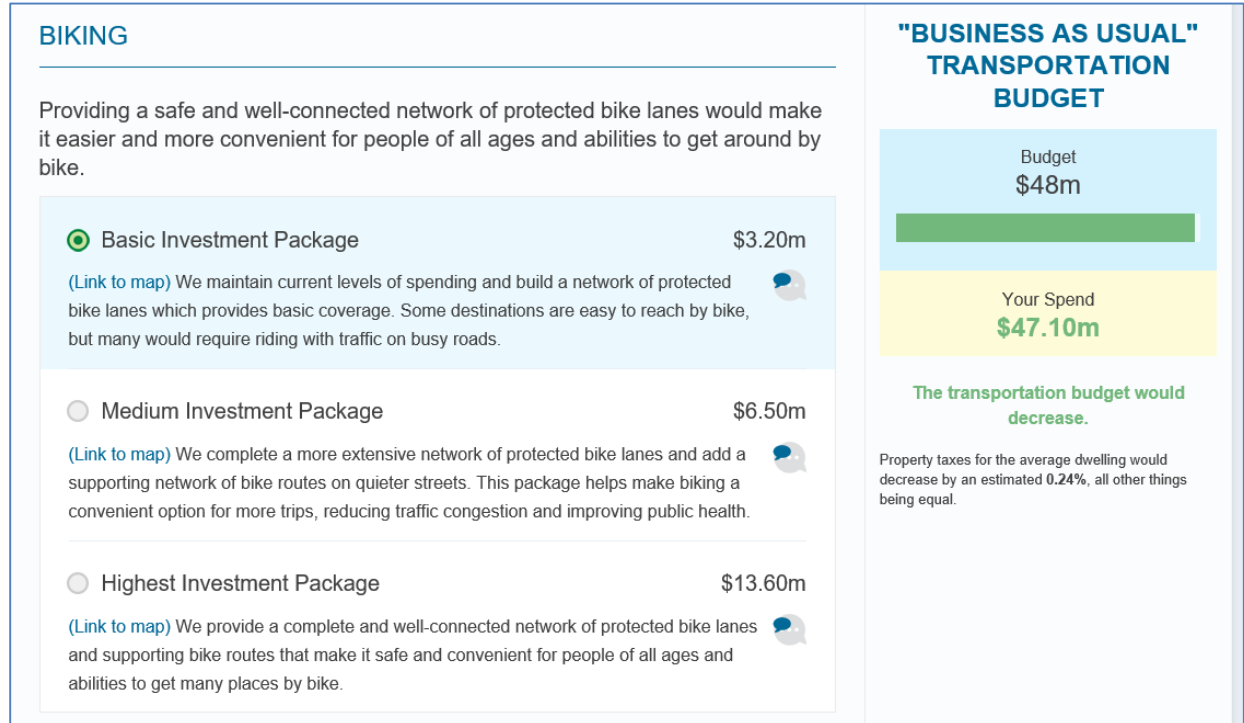
### Discussion:

The TMP Phase 3 Public Engagement activities included an online budget allocator tool, an online follow-up survey, two in-person events, a student presentation, a community stakeholder workshop, an interactive display at City Hall, and 8 'Instagram Take-over' stories to help promote the tool and increase response rates.

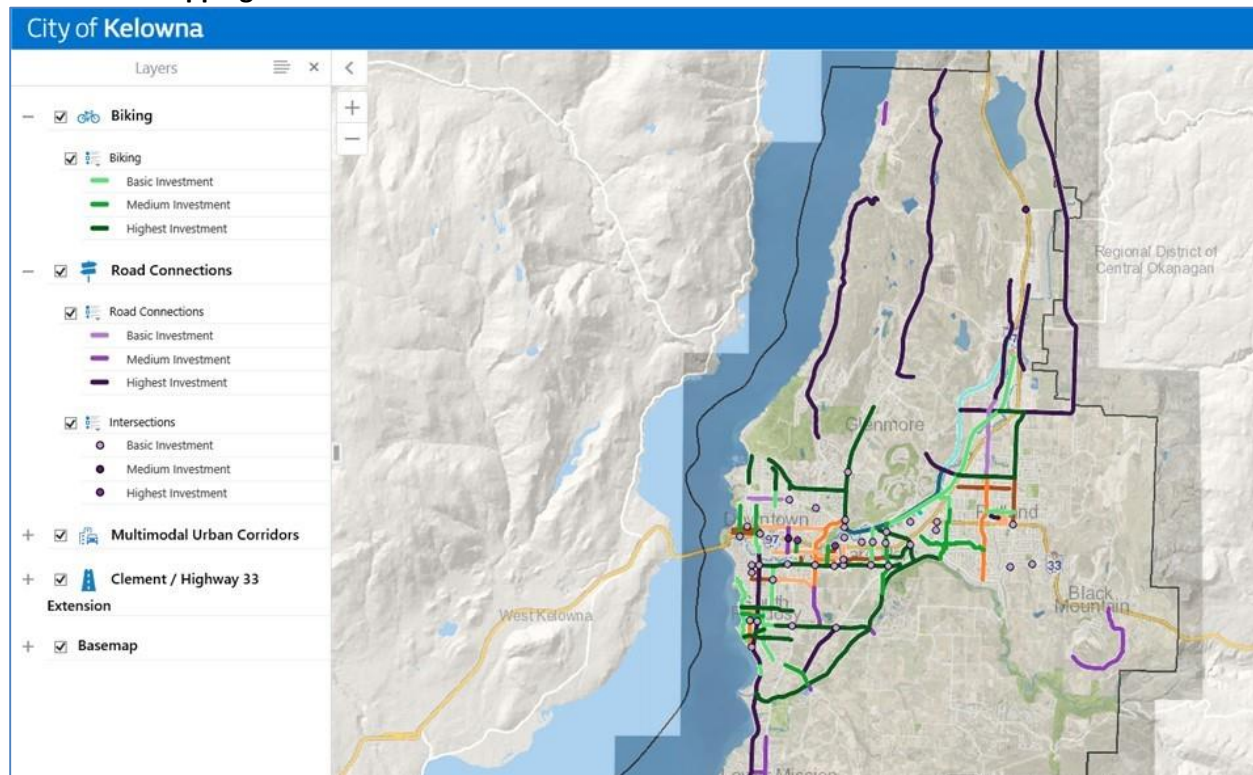
### Budget Allocator Tool

The purpose of the budget allocator tool was to assess public tolerances for transportation spending and to determine areas where future investment is supported. The budget allocator tool bundled the potential transportation projects, policies and programs into different categories and investment packages. Respondents were asked to choose a basic, medium or high level of investment package for each category within a 'business as usual' annual transportation budget. Respondents could choose to go over or under budget, with high-level information provided on the estimated benefits and property tax impacts of changes in spending. Links to an interactive map were also included to provide additional information on the projects included in each investment package.

## Budget Allocator Tool – Screenshot



## Interactive Mapping Tool – Screenshot



## Key takeaways

Key findings from the TMP Phase 3 public engagement activities include:

- High response rate & overall positive feedback: The budget allocator tool generated 1,600 responses, which is high in comparison with other City surveys. Of the over 940 write-in comments received, approximately 20 per cent provided specific positive comment on the process (while the other 80 per cent commented on other topics). People appreciated the ability to make cost-informed tradeoffs between different categories of transportation investment.
- Investment priorities: In the budget allocator tool, the basic investment package was chosen the most frequently for all the categories, except for maintenance and renewal, where 75 per cent of respondents chose to increase spending. The education and incentive programs category and the shared mobility and new technology category were selected the least frequently for increased investment. There was less agreement on which of the other categories should receive additional investment. Six of the nine categories had a similar spread between respondents that chose the basic, medium, and highest investment packages.

In the follow-up survey, 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). The categories that were selected as “not important” by the most respondents included education and incentive programs (28 per cent), and the Clement/Hwy 33 extension (24 per cent).

- Support for budget increases for better transportation: Overall, there was support for increases to the transportation budget. While the basic package was selected the most frequently for all the categories, except maintenance and renewal, still 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, with the median budget increase landing at about 17 per cent above “business as usual” transportation spending. In addition, 64 per cent of respondents indicated they would be willing to pay more in taxes to improve transportation services in the follow-up survey.

The attached TMP Phase 3 Engagement Summary provides a full summary of the engagement activities and results.

## Next Steps:

Input heard through public and stakeholder engagement – alongside technical analysis using a strategic decision-making framework and the regional travel model – will be used by staff to create transportation scenarios (packages of projects, programs and policies) that will be brought back to Council in spring 2020 for consideration as part of the Transportation Master Plan. Once Council selects a preferred transportation scenario, staff will develop an implementation strategy and compile a draft TMP, anticipated in summer 2020.

## Internal Circulation:

Infrastructure Engineering Department  
Integrated Transportation Department  
Policy & Planning Department  
Parks & Buildings Planning Department  
Community Communications Department  
Financial Services Division

## Considerations applicable to this report:

***Existing Policy:***

Council Priorities 2019-2022:

Transportation and Mobility:

- *Strategic transportation investments are connecting higher density urban centres identified in the OCP:* Investments in higher-density urban centres can be used by more people and encourage people to live in those areas.
- *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:

External Agency/Public Comments:

Communications Comments:

Submitted by:

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Strategic Transportation Planning Manager

**Approved for inclusion:**



A. Newcombe, Divisional Director, Infrastructure

Attachment 1 – TMP Phase 3 Public Engagement Summary

Attachment 2 – TMP Phase 3 Public Engagement Summary Presentation

cc: A. Newcombe, Divisional Director, Infrastructure  
C. Weaden, Divisional Director, Corporate Strategic Services  
D. Edstrom, Divisional Director, Partnership & Investments  
G. Davidson, Divisional Director, Financial Services  
R. Smith, Divisional Director, Planning & Development Services