

# Report to Council



**Date:** March 6, 2023  
**To:** Council  
**From:** City Manager  
**Subject:** Transportation Citizen Survey Results 2022  
**Department:** Integrated Transportation

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**Recommendation:**

THAT Council receives, for information, the report from Integrated Transportation, dated March 6, 2023, with regard to the results of the 2022 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 2022 Transportation Citizen Survey.

**Background:**

Resolution	Date
THAT Council receives, for information, the report from the Integrated Transportation Department dated February 10, 2020, with respect to the 2019 Transportation Citizen Survey;	February 10, 2020
AND THAT Council directs staff to pursue further Transportation Citizen Surveys on a biennial basis.	

Transportation is consistently ranked as one of the most important public issues in the City’s Citizen Survey. As part of a deeper dive into transportation topics, the City commissioned a statistically significant telephone survey with Kelowna residents. The previous Transportation Citizen Survey was completed in 2019.

This survey provides current information about the opinions and attitudes of our residents surrounding transportation topics and allows the City to compare survey results from previous years. This helps

elected officials, staff and other community stakeholders understand residents' opinions and attitudes toward transportation and can help identify new or emerging issues that can be used to inform transportation planning.

The Transportation Citizen Survey was conducted in Fall 2022. Three hundred residents were selected using a 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 results are estimated to be accurate to within +/- 5.7 per cent, 19 times out of 20.

### **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;
- how getting around Kelowna has changed over time;
- their current and ideal frequency of using different ways of getting around Kelowna; and
- the importance of investing in or promoting sustainable transportation modes.

It is important to note that the findings included in this report are based on resident perceptions and may or may not align with findings from travel time data, census, regional household travel surveys, or other transportation data sources.

A summary of key findings is provided below, and the full report of results is attached.

### **Result Highlights:**

- Helping people of all ages and abilities get around continues to be citizens' top transportation priority, selected 69% of the time when presented alongside other transportation issues.
- Investing in or promoting walking, biking, transit or other sustainable modes of transportation to reduce dependence on privately owned vehicles is important to most (81%) residents.
- Nearly all residents say they would like to get around Kelowna by driving my own car, truck, or motorcycle at least some of the time. However, three-in-ten (30%) say they would like to drive less than they do now. There is also interest in using alternative modes of travel more often:
  - 67% would like to ride their own bike, scooter, or skateboard (although 48% reported doing so in the last year)
  - 66% would like to carpool or get a ride with someone (although 57% reported doing so in the last year)
  - 63% would like to get around by taxi or ride-hail (although 49% reported doing so in the last year)
  - 57% would like to get around by public transit (although 24% reported doing so in the last year)
  - 50% would like to get around by walking or travel with mobility aids (although 41% reported doing so in the last year)
  - 35% would like to get around by using a shared bike or scooter (although 15% reported doing so in the last year)

- 29% would like to get around by using carshare (although 9% reported doing so in the last year)
- 28% agree they drive more often than they did three years ago balanced by a similar proportion (27%) agreeing they walk, bike, or take transit more often than they did three years ago. For walk, bike, or transit the percentage is 42% among residents living in Central Kelowna (V1Y postal code).
- Attitudes toward long-term solutions for traffic congestion have strengthened, with 65% agreeing that reducing dependence on cars is the solution (up 9 percentage points) and 59% agreeing that building more roads is the solution (up 8 points).
- Residents are also warming up to the idea of paying for traffic congestion solutions, with 54% agreeing I would be willing to pay more taxes to improve transportation in Kelowna (up 10 percentage points).

**Conclusion:**

The attached report highlights that in many ways residents’ opinions on transportation topics, including congestion, have strengthened. High levels of support for improving our transportation network overall remains a key focus, with investing in or promoting walking, biking, transit or other sustainable modes of transportation becoming more important to residents over the past few years.

This report provides a summary of resident perceptions on transportation topics. Future reports in the coming months will provide updates on travel times, goods movement, mode share, collisions, and other key transportation metrics.

**Internal Circulation:**

Communications  
 Policy and Planning  
 Integrated Transportation  
 Infrastructure

**Considerations not applicable to this report:**

Communications Comments  
 Existing Policy  
 External Agency/Public Comments  
 Financial/Budgetary Considerations  
 Legal/Statutory Authority  
 Legal/Statutory Procedural Requirements

**Submitted by:** M. VanZerr, Strategic Transportation Planning Manager  
**Approved for inclusion:** M. Logan, Infrastructure General Manager

Attachment 1 - 2022 Transportation Citizen Survey Results – Full Report  
 Attachment 2 - 2022 Transportation Citizen Survey – Council Presentation

cc: Divisional Director, Corporate Strategic Services  
 Divisional Director, Planning & Development Services  
 Divisional Director, Planning & Development Services