

# Kelowna Commute Trip Reduction Program

September 2023

# Council Priority: Improve Traffic Flow

- Key Economic Principles:
  - ❖ Supply
  - ❖ Demand
- Traffic congestion worst during morning and afternoon “rush hour”
- Improving traffic flow requires both “supply” and “demand” solutions



# What is a Commute Trip Reduction (CTR) Program?



- Provides commuters with resources and incentives to reduce drive-alone trips

- Aims to shift trips from driving alone to:
  - Shared modes
  - Active modes
  - Fewer trips

# What are the benefits of a CTR program?



**Community-wide Benefits**



**Individual Benefits**



**Employer Benefits**

# CTR Programs have proven benefits



## Smart Commute Toronto

**Location:** Greater Toronto and Hamilton Area

**Impact:** 5.4% reduction in drive alone rate



## Arlington Transportation Partners

**Location:** Arlington, Virginia

**Impact:** Contributed to an 11% reduction in drive-alone commute trips



## Seattle CTR Program

**Location:** Seattle, Washington

**Impact:** 2/3 of CTR affected commuters choose alternative transportation modes

# Developing a CTR Program tailored to Kelowna



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# Methodology

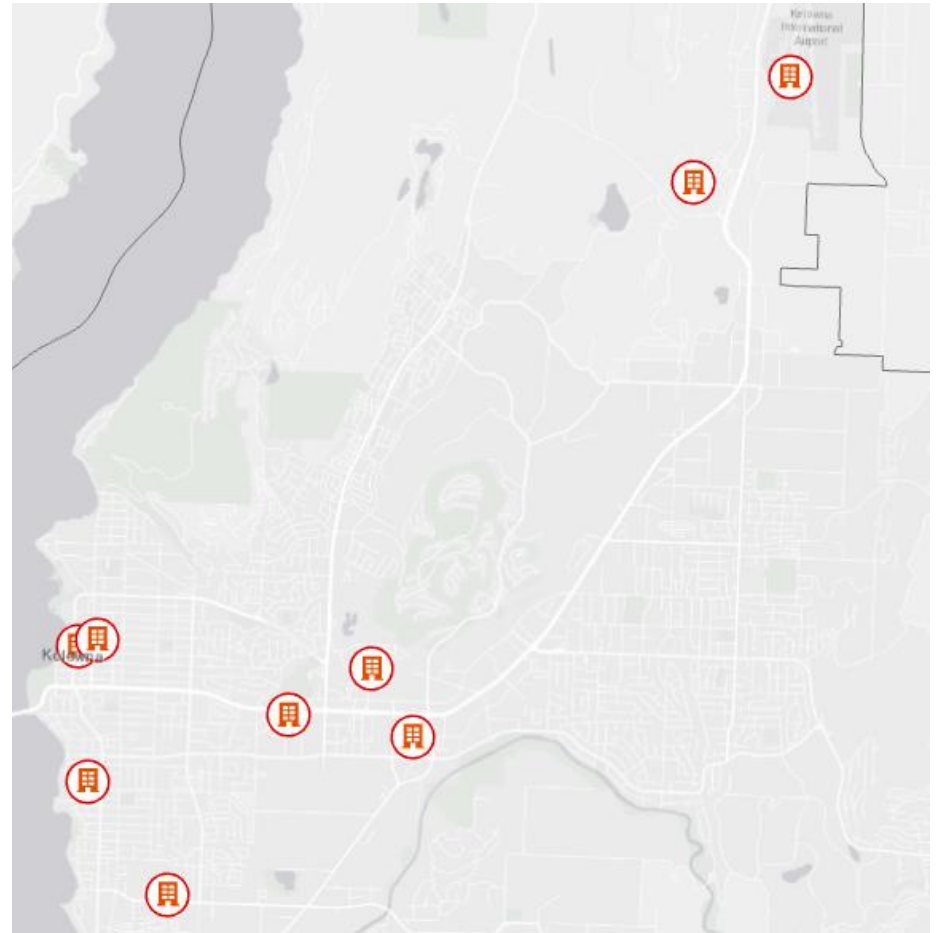
- Reviewed current and past TDM programs at the City
- Reviewed commute travel data
- Reviewed existing policy
- Interviewed major employers



# Employer Interviews

## Major employers interviewed include:

- Kelowna General Hospital
- Interior Health
- Okanagan College
- University of British Columbia - Okanagan Campus
- City of Kelowna - City Hall
- City of Kelowna - Yards
- Kelowna Airport
- Orchard Park Mall
- Landmark Buildings (Stober Group)





# Employer Interviews – Key Takeaways

- Challenges with parking demand and traffic
- Reactive, not proactive, to on-site transportation issues
- Lack of awareness of commute options among leadership and commuters
- Expressed interest in:
  - Marketing support
  - Employer materials
  - Direct support from the City
  - Improved facilities and amenities



# Program Recommendations



# Program Recommendations



1. Upgrades to Existing Programs



2. Commute Toolkits and Guidebooks



3. Direct Employer Support



4. Employee Transportation Coordinator Network



5. Education and Marketing Initiatives



## Recommendation #1 Upgrade Existing Programs

**Goal:** Expand and enhance current TDM programs

### **Rationale:**

- Leverage past investments
- Build on successes and lessons learned
- Low cost, high-gain strategy
- Interest from local employers



# Recommendation #1 Upgrade Existing Programs

## Elements:

- GoByBike Week
- ProPASS
- Bike rack request program
- Carsharing / Shared mobility





## Recommendation #2

# Commute Toolkits and Guides

**Goal:** Develop Kelowna-specific resources for employers

### Rationale:

- Raise awareness of strategic commute options
- Reduce time “reinventing the wheel”
- Reduce Kelowna staff time providing support
- Empower employers to make meaningful change



## Recommendation #2

# Commute Toolkits and Guides

### Elements:



#### **Guidebooks** (education)

1. Parking Management
2. Bike Parking and Amenities



#### **Toolkits** (implementation)

1. Flexible schedule and Remote Work
2. Commute Matching



## Recommendation #3 Direct Employer Support

**Goal:** Encourage, support, and assist employers in implementation.

### **Rationale:**

- Help employers do more with fewer resources
- Jump start programs with planning assistance
- Build a portfolio of case studies to encourage participation





## Recommendation #3 Direct Employer Support

### Elements:

- Employee Transportation Coordinator (ETC) toolkit
- New employee welcome packet
- Commute trip reduction planning assistance
- Guaranteed Ride Home





## Recommendation #4 Employee Transportation Coordinator (ETC) Network

**Goal:** Establish, support, and maintain a list of ETCs at Kelowna employers and lead by example by designating an ETC for the City.

### Rationale:

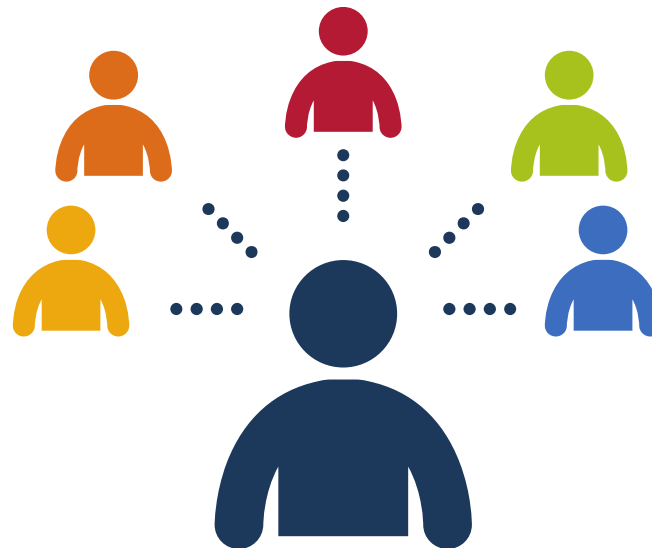
- Channel for distributing information
- Improve coordination of commute trip related services and efforts
- Demonstrate the role and impact of an ETC



## Recommendation #4 Employee Transportation Coordinator (ETC) Network

### Elements:

- City-wide ETC support network
- Designated ETC role at the City





## Recommendation #5 Education and Marketing Initiatives

**Goal:** Promote transportation options citywide

**Rationale:**

- Increase awareness of commute options and the program
- Encourage participation in transportation programs, events, and campaigns



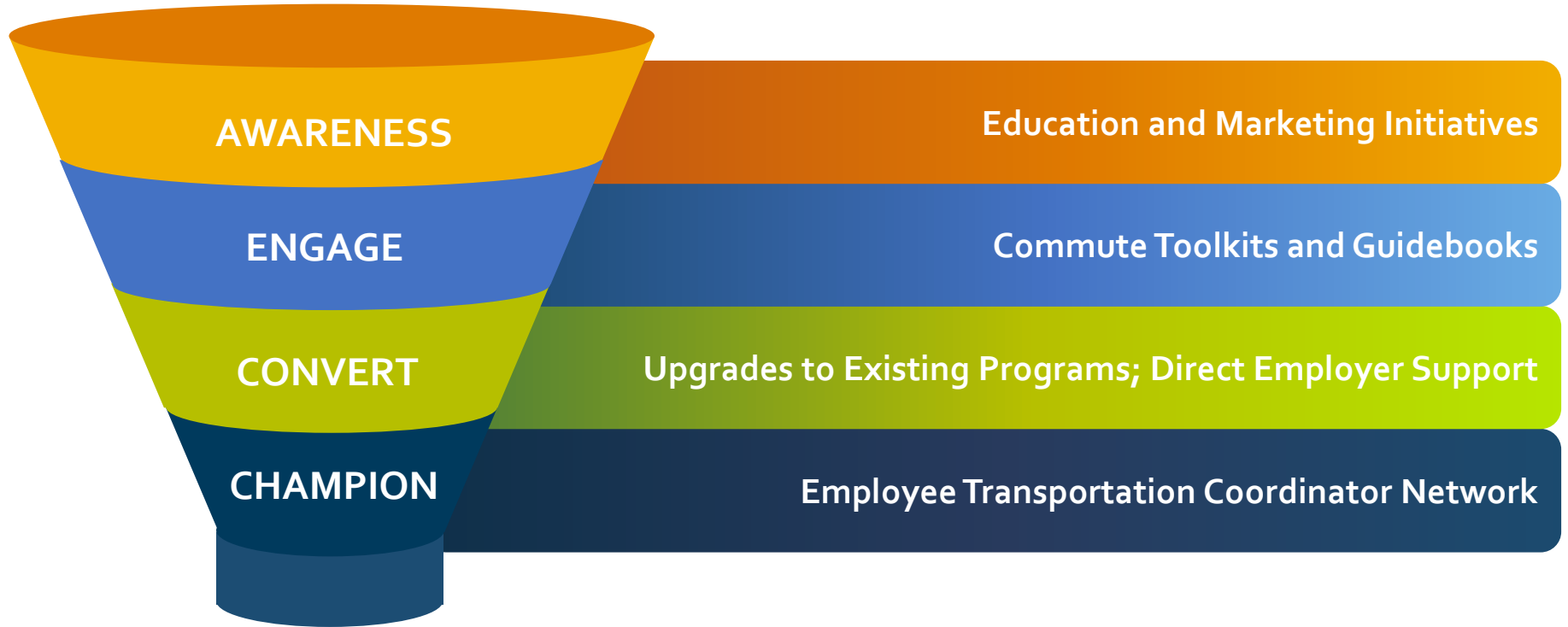
## Recommendation #5 Education and Marketing Initiatives

### Elements:

- Public-facing commute options information
- Employer-focused program information



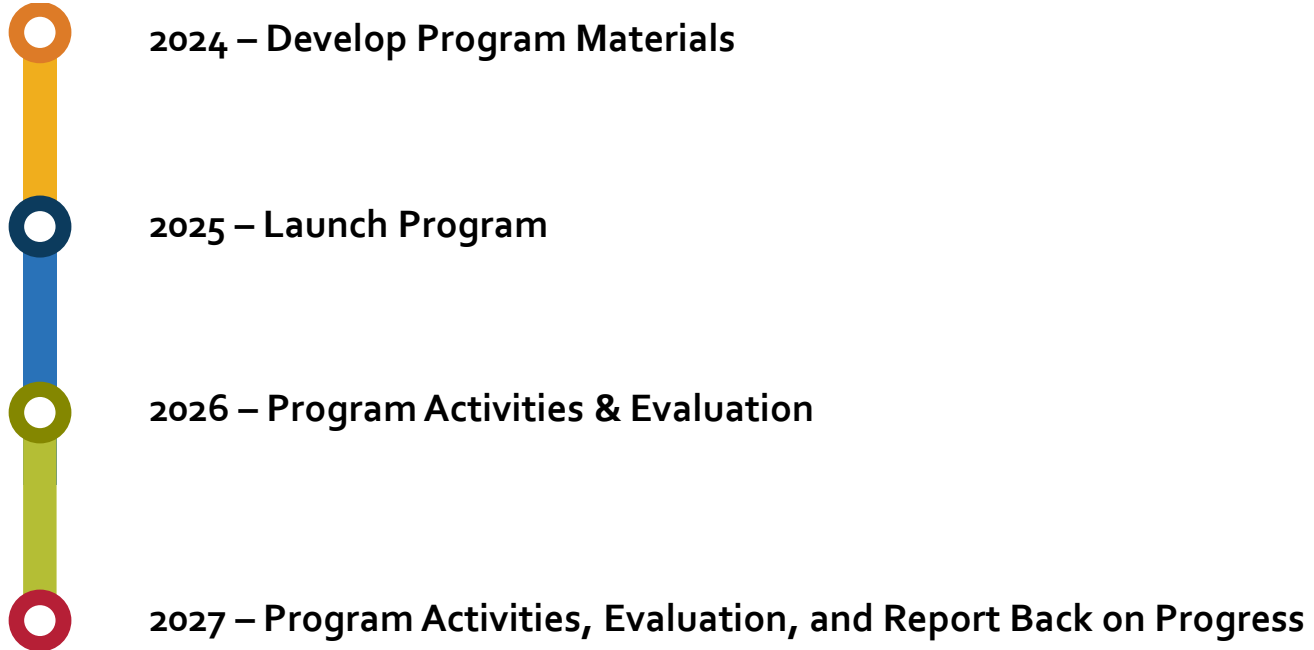
# Program Development



# Alignment with Council Priorities and TMP



# Next Steps





A blue-tinted photograph of a park or recreational area. In the foreground, a paved path curves through the scene. A person wearing a helmet and a blue shirt is riding a bicycle with a cargo rack. To their right, a woman in a pink shirt is pushing a stroller. Further right, another person in a blue shirt and helmet is riding a bicycle. The background features a large green lawn, several trees, and tall stadium-style light poles. In the distance, there are mountains under a clear sky. The overall scene is bright and active.

Questions?

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