

Safe Mobility Action Plan



Engagement Summary – July 2024

Project Overview

Transportation-related collisions have significant impacts on people's lives, especially those caused by fatalities and injuries. In 2021, there were over 4,600 collisions in Kelowna (based on ICBC data). Approximately one-third of these resulted in a fatality or any type of injury.

The Safe Mobility Action Plan has been identified as a recommended action through the 2040 Transportation Master Plan (TMP), where staff heard that transportation safety is a top priority for residents.

The Safe Mobility Action Plan aims to reduce transportation-related fatalities and serious injuries on Kelowna's transportation network. The Plan will recognize that humans make mistakes, and that the transportation system should be designed to forgive errors and prevent them from resulting in more severe consequences, such as someone being killed or seriously injured.



Engagement Overview

This engagement summary compiles the community engagement input received during the Spring 2024 engagement period for the Safe Mobility Action Plan. The input collected through this engagement and technical work will inform the draft Safe Mobility Action Plan. Focus areas, targets and actions will be identified and used to develop the draft Safe Mobility Action plan which will then go back to the community for further public engagement to determine if the plan suits the needs of the community.

The goal of the public engagement was to inform residents and interested parties of the project, as well as about road safety and transportation-related issues in Kelowna. People were asked to share their experiences and perceived safety issues, opportunities and challenges via an online survey hosted on Get Involved. A map was also available for participants to place a marker based on a category (biking, road or sidewalk, speeds etc.) so people could describe why they feel unsafe in that area.

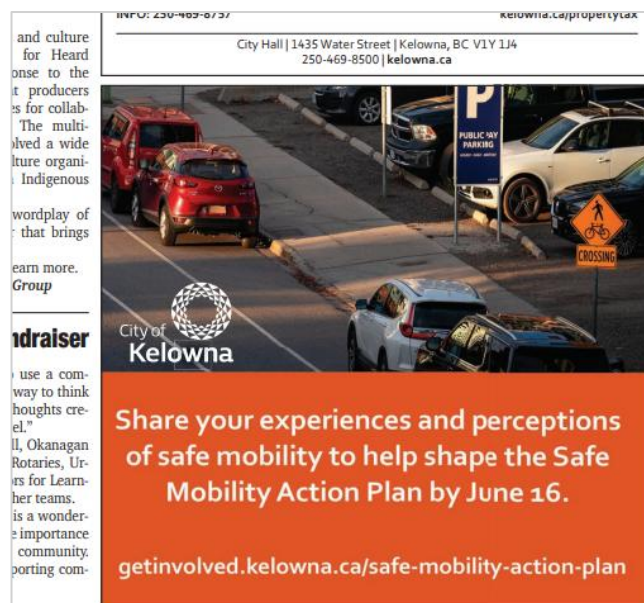
To provide the opportunity for in-person feedback, an open house was hosted on Tuesday, May 28 at the Parkinson Recreation Centre. Further to the engagement process, a community partners workshop was held. Representatives from the following organizations and programs participated in the community partners workshop: City of Kelowna, Safe Routes 4 Schools, Regional District of Central Okanagan, Interior Health, School District #23, Ministry of Transportation and Infrastructure (Central Okanagan Integrated Transportation Network), Interior Health, Insurance Corporation of British Columbia, Kelowna Fire Department, Kelowna RCMP, BC RCMP Highway Patrol, Kelowna Chamber of Commerce, Okanagan College, UBC Okanagan, Kelowna Airport, and Tourism Kelowna.

Promotion

While this engagement opportunity was available city wide, the strategies used to promote it likely appealed more to residents 24-69 years old with a household income of \$60,000 to \$100,000 or more (based on the demographics reported by the outlets used.)

A news release was picked up by every major news source in Kelowna including Castanet and Kelowna Now. Digital advertising efforts, Facebook, Instagram and Google ads, were viewed more than 190,000 times and received more than 1,800 clicks to the project page. Social media ads also collected more than 260 comments discussing the topic of safety in Kelowna.

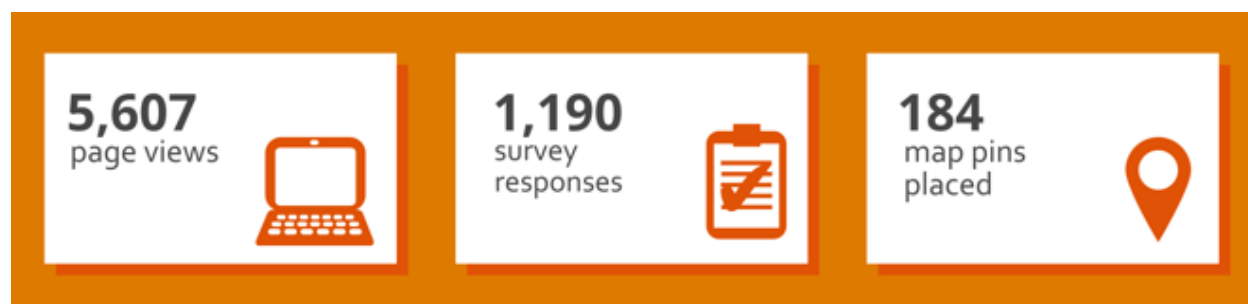
Direct emails were sent to relevant groups who have an existing affinity with the topic including Road Safety BC, the Community Against Preventable Injury and the BC trucking Association, among others, to encourage them to share with their audiences.



Survey Results

Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically random sample of all Kelowna residents. This report contains results from the open survey. Due to the opt-in and open method, results are qualitative in nature and cannot be said to represent the views of all Kelowna citizens.

There were more than 5,600 page views and more than 1,300 survey responses and map pins placed. While the percentage of people who took part in an engagement activity was 40 per cent of the total page visits, the page views can be considered as part of the “engaged population” as they were aware about the Safe Mobility Action Plan via the site.

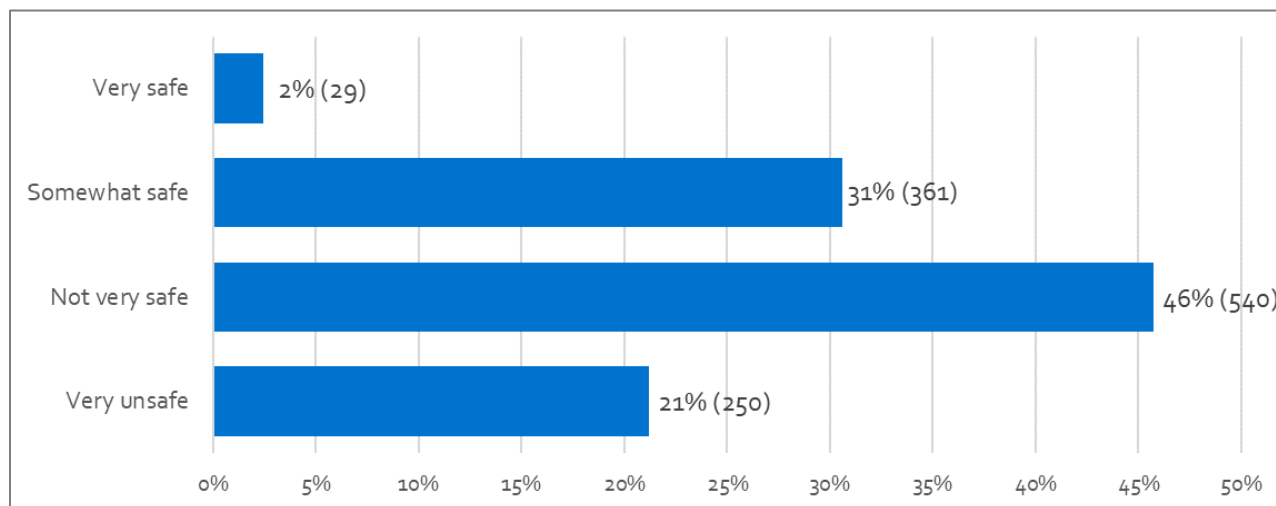


Perceptions of safety from collisions

When asked how safe respondents feel from collisions on Kelowna streets, the most common response (46 per cent) was 'not very safe' while the least common response was 'very safe' at 2 per cent.

Overall, 33 per cent of respondents stated feeling 'somewhat safe' or 'very safe' from collisions on Kelowna streets, while 67 per cent stated feeling 'not very safe' or 'very unsafe'.

Perception of safety from collisions



Respondents were asked what would make them feel safer from collisions when travelling around. Comments have been categorized into common themes based on what would make people feel safer from collisions and can be found below, with the largest words being the most mentioned.



The highest number of mentions highlighted the need for enforcement (372). These comments related primarily to the need for red-light running and speed enforcement, with a smaller amount focused on cyclist rules and distracted driving enforcement. Other high responses included safer bike infrastructure (primarily protected bike lanes) (170) and the need for more protected left turn signals (155).

Other responses included intersection upgrades (e.g. improved visibility), signal timings (e.g. allowing more yellow and red time to clear the intersection), and more road safety education for all travel modes.

Comments that did not fall into one of the categories in the above cloud included a highway bypass of the city, less intersections/signals, more driver awareness, more use of vehicle turning signals, more driving tests for seniors, vehicle overpasses, a public train, removing the HOV lane on Highway 97 or shifting it to the left-hand side, and enforcing legal sidewalk use.



Perceptions of safety when using different travel modes

It was important to also gain information on participants' perception of safety when using different travel modes (walking, biking, driving etc.)

Overall, survey respondents who used the specified travel mode at least "some of the time" indicated that they felt safest while riding the bus, driving a car, and walking.

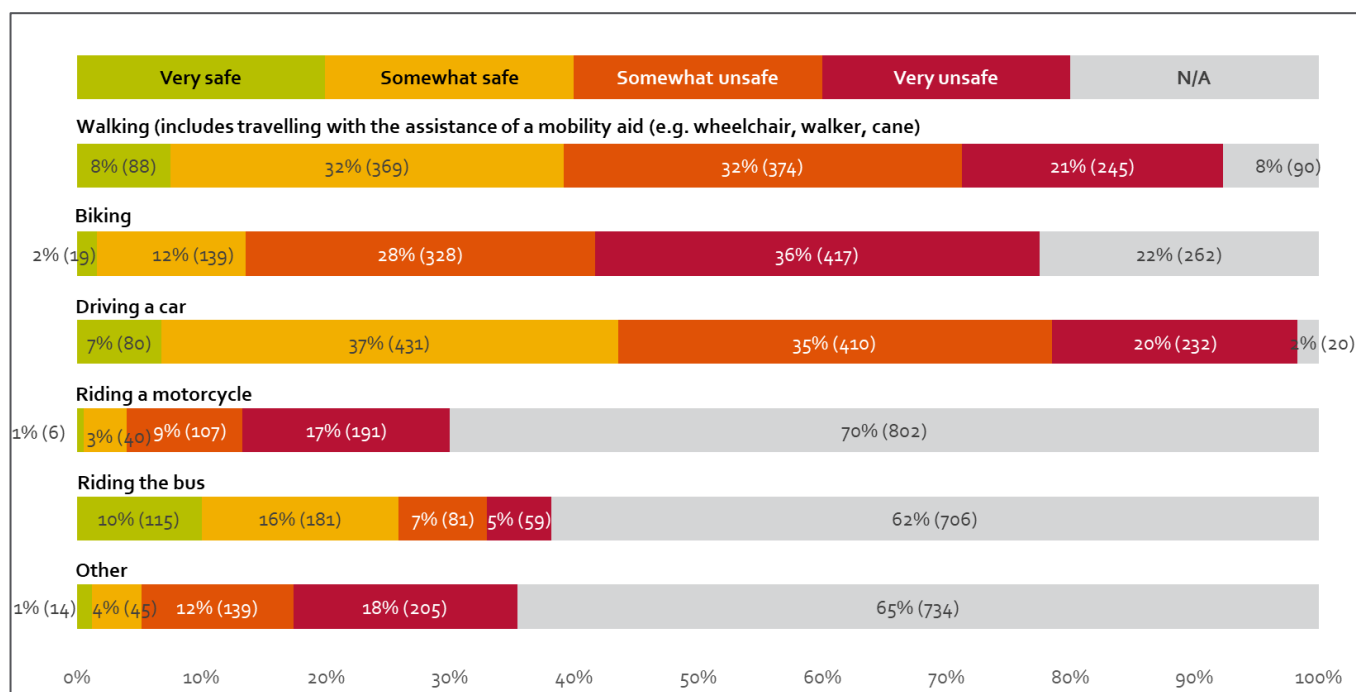
When respondents were asked about perceptions of safety from different modes of transportation, riding the bus received the highest 'very safe' responses. Driving a car and walking received the highest number of 'very safe' and 'somewhat safe' responses. Driving, walking, and riding the bus also received

the highest proportion of 'very safe' and 'somewhat safe' responses. Riding a motorcycle, biking and 'other' received the highest proportion of combined "very unsafe" and "somewhat unsafe responses".

Riding the bus, driving, and walking received the highest proportion of 'very safe' plus 'somewhat safe' responses.

Riding a motorcycle, other, and biking received the highest proportion of 'somewhat unsafe' plus 'very unsafe' responses.

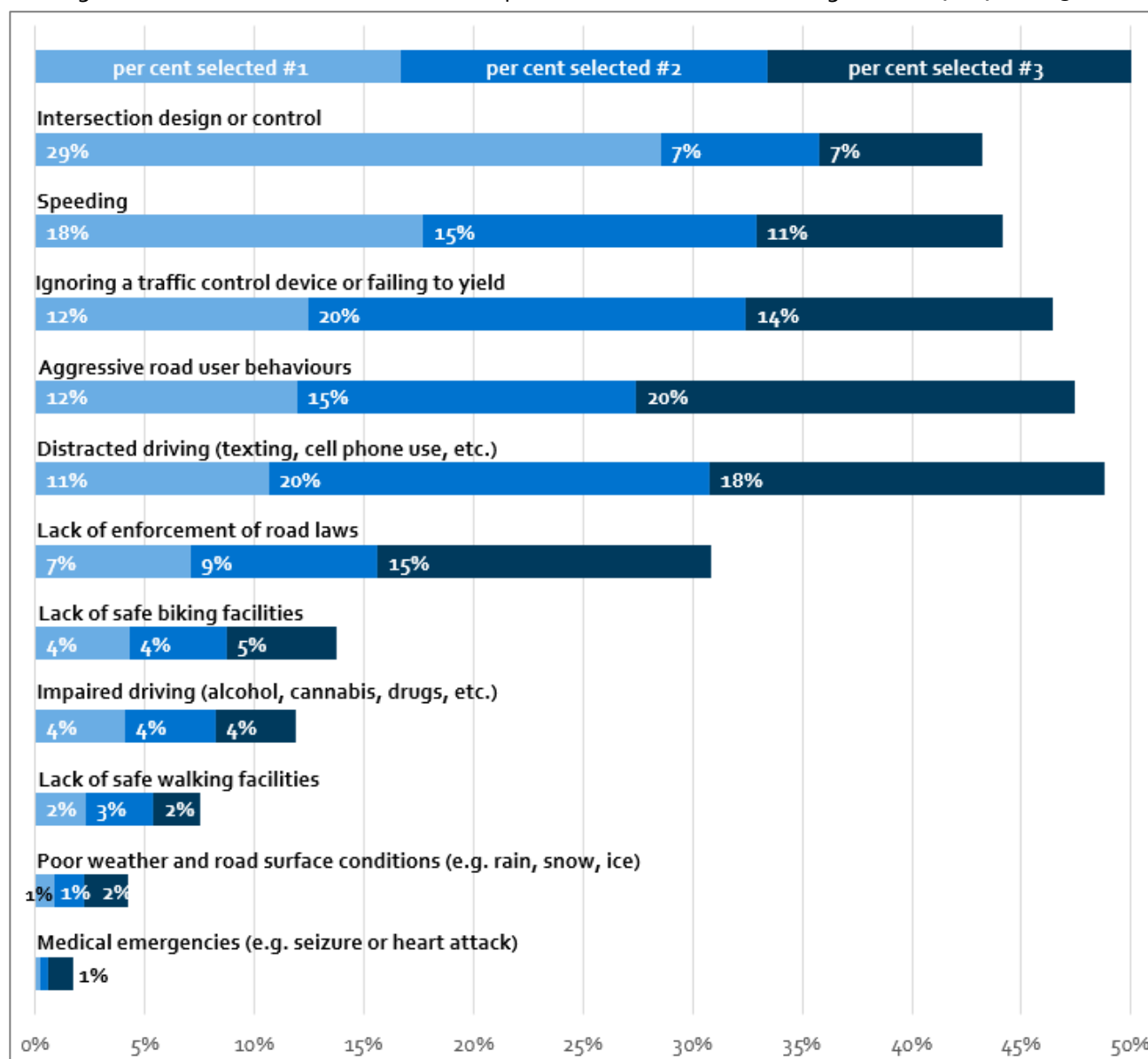
The figure below shows the distribution of total responses to the question regarding safety and modes of travel.



Perception of contributors to serious injuries

Respondents were asked what they felt were the top three contributors to serious injuries and deaths on Kelowna roads. "Intersection design and control", "speeding" and "ignoring a traffic control device of failing to yield", "ignoring a traffic control device or failing to yield", "aggressive road user behaviours", and "distracted driving" were selected as the top five perceived contributor to serious injuries and deaths overall and were also the top five selected as a number one perceived contributor. The contributors chosen the least were "lack of safe walking facilities", "poor weather and road surface conditions" and "medical emergencies".

The figure below shows the distribution of responses selected as contributing factor #1, #2, and #3.

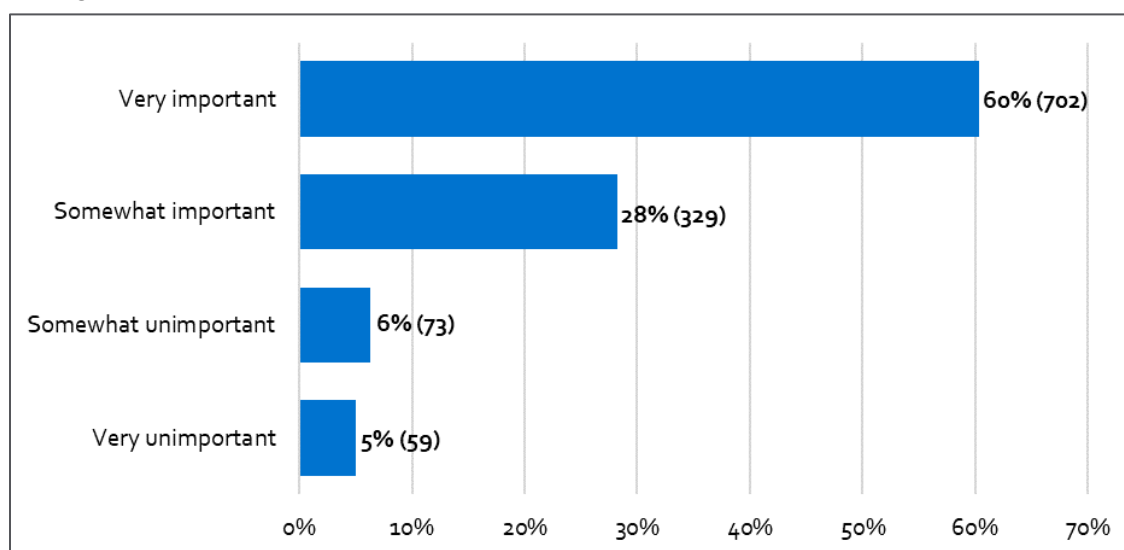


Vision and guiding principles

Vision Zero, from the Transportation Association of Canada, is a philosophy that road fatalities and serious injuries can and should be eliminated while providing safe, healthy and equitable mobility for all road users.

Of the 1,163 responses, 60 per cent of respondents felt that it is “very important” for Kelowna to aim for Vision Zero, with an additional 28 per cent indicating that it is “somewhat important.”

The figure below shows the distribution of total responses.





3 out of 5 respondents felt that it is very important for Kelowna to aim for Vision Zero.

Survey respondents were shown the following draft vision, which was developed through workshops with various City of Kelowna departments and key partners.

"Kelowna is a community that values healthy and safe mobility for all, regardless of how we get around. In alignment with Vision Zero, we work together to prevent deaths and serious injuries in our transportation system – so that everyone can get there safely."

Over half showed support for the vision with 40 per cent demonstrating "neutral support".



Approximately 1 in 3 responses related to wanting to see more immediate action

There were 99 comments and of those 99, 28 written comments related to wanting to see more immediate action, 16 respondents felt that the vision is unrealistic, 13 responses related to direct text change suggestions in the vision statement and 11 respondents commented that more emphasis should be placed on active and public transport. Other comments related to wanting to see an emphasis on enforcement, accessibility, air pollution, quality of life, and equity. **The top three topics mentioned relating to updating the vision statement were:**



Immediate action

Vision unrealistic

Adjustments to vision language ("who is the "we" in the statement?" for example)





Survey respondents were shown the following guiding principles, which were developed by the project team and supported by the working group workshops.

Collaborate & partner	Base all decisions on evidence
Protect people walking, biking, and rolling	Utilize technology and innovation
Incorporate equity	Secure and maintain sustainable funding
Take a proactive approach	Pursue culture change

A total of 67 suggestions were received for the guiding principles. **The most common themes related to:**

- ▶ Including enforcement as a guiding principle
- ▶ Updating language in the existing principles
- ▶ Reducing the number of principles and simplifying the language in the descriptions

The remaining comments surrounded treating all travel modes equally, wanting to see immediate action, considering traffic throughout efficiency versus the effectiveness of different safety measures, climate change, accessibility, quality of life, and holding the City accountable for implementation.

Mapping Exercise

In addition to the online survey, an online mapping exercise was provided to get input from participants about what makes them feel safe or unsafe on Kelowna streets using a location-based method.

Of the 175 markers pinned, 163 comments related to feeling unsafe, while 12 comments related to feeling safe.



Perceptions of Feeling Unsafe

Of the 163 comments related to feeling unsafe, general themes were collected. The most common responses for feeling unsafe included an incomplete bike network (30 mentions), unsafe intersections (27 mentions), unsafe speeds (23 mentions), and unsafe crossings (23 mentions). Other comments surrounded lack of sidewalks, lack of crossings, safety concerns with existing protected bike lanes, and aggressive driving among others.

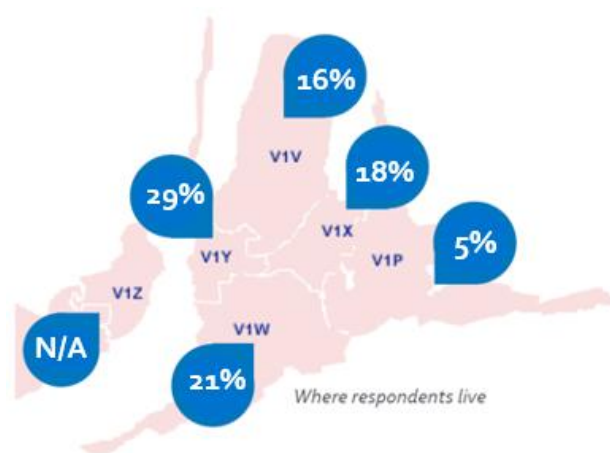
Perceptions of Feeling Safe

Of the 12 comments related to feeling safe, half of the comments surrounded feeling safer when using a protected bike lane or multi-use pathway. The remaining comments included feeling safer when road closures or specific intersection improvements for people walking or biking (such as giving the person crossing the road a headstart) were provided.

Demographics

The largest population of respondents had an income of \$100,000 (37 per cent) and were between 46 and 69 years old (42 per cent). This aligns with the population of Kelowna being 42 per cent 55 years or older. However, the respondents of this survey were of a higher income bracket than the majority of Kelowna (39 per cent between \$40,000 and \$100,000). Demographic comparisons based on the 2022 Kelowna Citizen Survey.

Overall survey demographics also align with the promotional tactics used to share the engagement opportunity.



Most participants were from the V1Y area code, Central Okanagan from Pandosy to Landmark, the third largest area of the city.

Next Steps

In addition to this summary, written comments will be carried through this project and others for consideration. Industry best practices, current state evaluation, technical planning and input summarized in this report will inform a draft Safe Mobility Action Plan and presented to Council.