

Burtch Road and Hollywood Road Extensions

Engagement Summary Report

Kelowna, British Columbia, Canada



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Project Overview

The Burtch and Hollywood Road extensions are crucial pieces of the puzzle in the [2040 Transportation Master Plan](#) (TMP), highlighted for early completion as part of Council's priorities in the [Transportation Accelerator Program](#) (TAP). These extensions will support growth, improve connectivity, and enhance the region's overall transportation network by promoting regional mobility, expanding travel choices, and reducing travel times across the network.

Burtch Road Extension

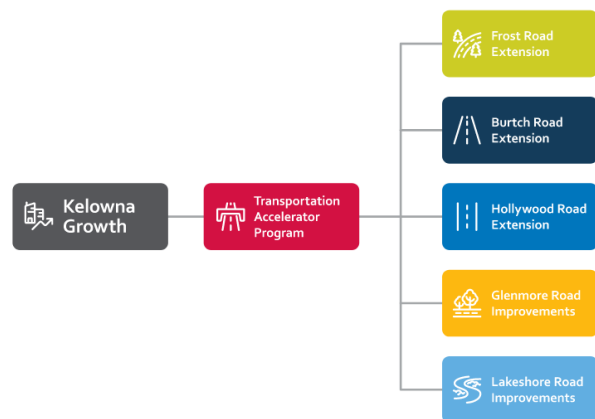
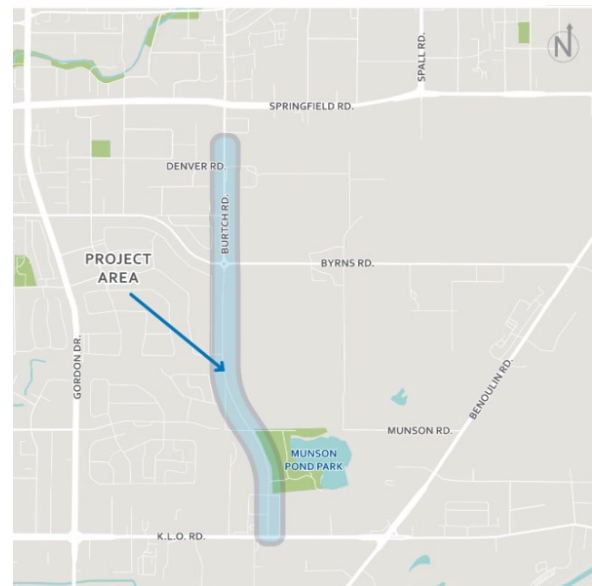
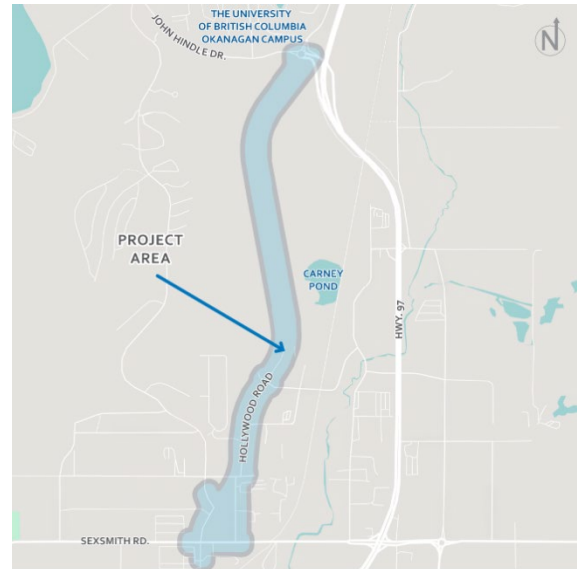
The Burtch Road extension will be a new 1.6km section of arterial road between the existing section of Burtch Road at Denver Road and KLO Road. The project offers residents inclusive transportation options, such as bike lanes and sidewalks throughout the corridor, enhancing community health and safety. The project aims to minimize impacts on environmentally sensitive areas and to protect the natural ecosystem adjacent to Munson Pond and Fascieux Creek.

Hollywood Road Extension

The Hollywood Road extension will provide a new 2.1km section of arterial road between John Hindle Drive and Sexsmith Road. The proposed road extension aligns with the City of Kelowna's 2040 Transportation Master Plan and is highlighted for early completion as part of Council's priorities in the Transportation Accelerator Program. The project offers inclusive transportation options for residents and businesses, which helps improve community health and safety. The project aims to minimize its impact on environmentally sensitive areas near Carney Pond to protect the natural ecosystem. BC Transit is collaborating with local government partners on plans to design and develop a new transit facility on Hollywood Road to better connect this growing region with affordable, efficient and reliable transportation.

Transportation Accelerator Program

In response to Kelowna's rapid growth, the Transportation Accelerator Program (TAP) is an initiative designed to speed up the delivery of transportation projects and strengthen our transportation network as part of Council's priorities. TAP includes several transportation projects that have been identified for accelerated design and delivery, ahead of their timelines in the Transportation Master Plan and associated 10-Year Capital Plan.



Promotion

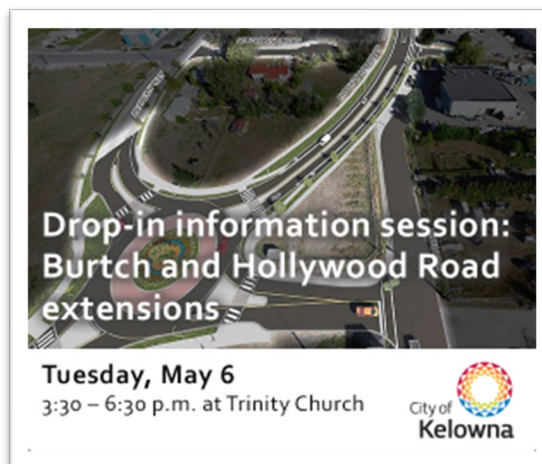
To raise awareness and encourage participation, a variety of tactics were used to reach residents to inform them of the opportunities to get involved, whether that was by attending an open house, completing the survey or simply visiting the page to learn more.

A news release was issued at the start of the survey and received coverage from local media outlets including KelownaNow, Kelowna Capital News, Castanet and AM1150. The release was also distributed to subscribers of the City's news release list (6,486), engagement list (1,459) and transportation list (4,982).

Targeted emails were sent to key community groups, including the Naturalists' Club, Land Trust, South-Central Association, Okanagan Collaborative Conservation Program and the local cycling coalition.

Approximately 2,500 letters were mailed to properties near the Burtch Road and Hollywood Road extension to ensure nearby residents were informed. To support digital engagement, ads were placed on Castanet, generating more than 385,000 impressions and 122 click-throughs to the Get Involved page. To reach residents who rely on traditional media, a City in Action print ad was placed in the Kelowna Courier. While not directly trackable, this method helps build awareness among audiences who may not access information online.

Additional visibility was provided through electronic road signs on K.L.O. Road and near the John Hindle Drive roundabout. Two project signs were also installed at Munson Pond to reach park users.



Limitations

Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically representative sample of all Kelowna residents. The strategies used to promote the opportunity likely appealed more to residents 24-69 years old with a household income of more than \$60,000 (based on the demographics reported by the outlets used.).

Engagement Overview



The City asked residents to share their priorities for the road extensions. The input, along with technical and environmental analysis, financial considerations and supporting City plans and policies, help inform designs for Burtch and Hollywood Road extensions.

Feedback was collected through an online survey that lived on the City’s Get Involved website from April 29, 2025, to May 13, 2025. The webpage was created to provide information about the project, share project background, and allow residents to learn and ask questions about the extensions. Residents were invited to complete an online survey to provide their feedback on various aspects of the project, including environmental concerns, traffic, safety, and more. During the engagement period there was a total of 2,257 webpage visits, with 396 of those participating in the online survey.

Participants of the survey were asked to:

- Rank the importance of various road design features and priorities.
- Provide open-ended feedback on why those features are important.

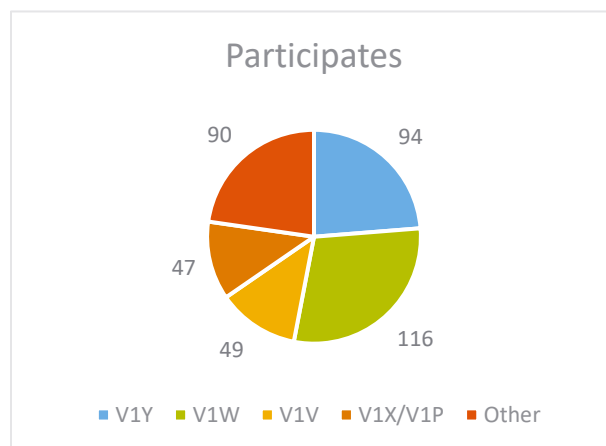
A community information session was held on May 6 from 3:30-6:30 p.m. at Trinity Church. The session provided information about the road extensions and presented the preliminary designs for feedback. Attendees were encouraged to participate in the online survey.

This report summarizes the results of the community engagement survey conducted for the Burtch and Hollywood Road Extensions project by the City of Kelowna. The data was analyzed to identify key themes and sentiments and results are summarized below.

Survey Results

Respondent Demographics

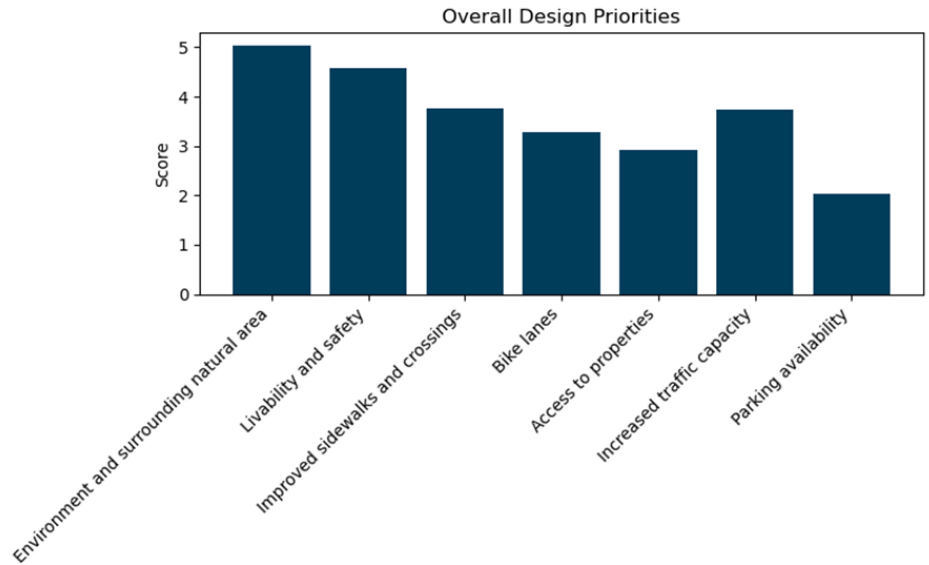
Survey participation was highest among residents of South West and Central Kelowna—areas including Lakeshore south of KLO, Guisachan, Benvoulin, Hall Road, Southeast Kelowna, North and South Okanagan Mission, Downtown, North End, South Glenmore, Orchard Park, KGH, Okanagan College, and Pandosy north of KLO. This strong representation shows the relevance of the Burtch and Hollywood Road extension projects to these communities. The data suggests that residents in these areas are engaged and likely to be directly impacted by the proposed improvements.



Overall Design Priorities

When asked to rank design priorities for future road extensions, participants clearly leaned toward values that support a more livable, sustainable Kelowna.

- Protecting the environment and natural areas emerged as the top priority. Nearly half of respondents (47.2 per cent) ranked it **#1**, highlighting a strong desire to preserve the natural character of surrounding areas.
- Livability and safety came in second, with over a third of participants (35.1 per cent) placing it high on their list. This suggests residents are thinking beyond traffic flow—they want roads that feel safe and contribute to quality of life.
- Improved sidewalks and crossings ranked third (32.1 per cent), reinforcing the community's interest in walkability and accessible infrastructure for all ages and abilities.



Meanwhile, parking availability and increased traffic capacity were ranked lower. This shift signals a growing preference for people-first design—where streets are built not just for cars, but for the people who live, walk, cycle, and move through them.

"The environment at Munson Pond needs to be as protected as possible" – Survey Respondent

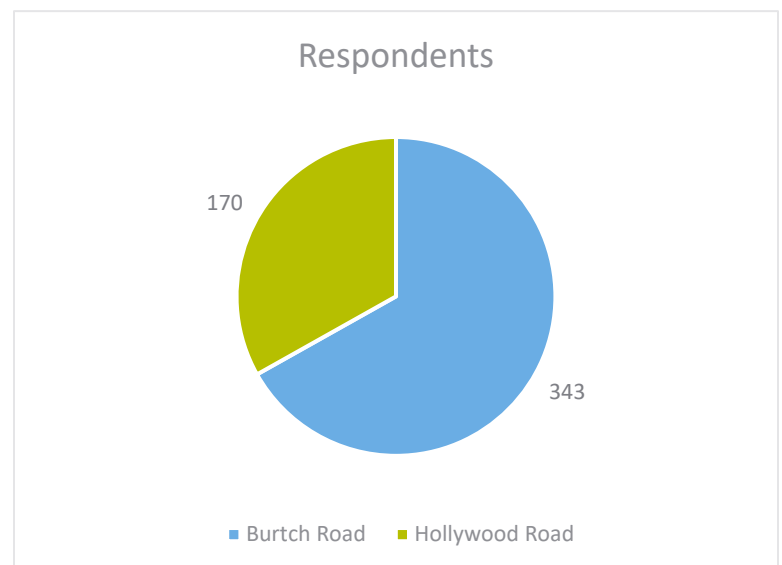
Section Preferences

Of the 397 respondents, over 86 per cent (343) completed the questions dedicated to the Burtch Road extension and over 42 per cent (170) completed the Hollywood Road extension questions. This suggested greater public interest regarding the Burtch Road extension.

Burtch Road Extension

Interaction Types with Burtch Road

Among the respondents, 57 per cent (193) said they commute on Burtch Road, 50 per cent (168) are Munson Pond users, and 45 per cent (152) live nearby.



"I look forward to seeing the Hollywood Road extension constructed. This will provide a big alternative to using HWY 97. Signalized left turn lanes will improve use and safety of this new north-south connection." – Survey Respondent

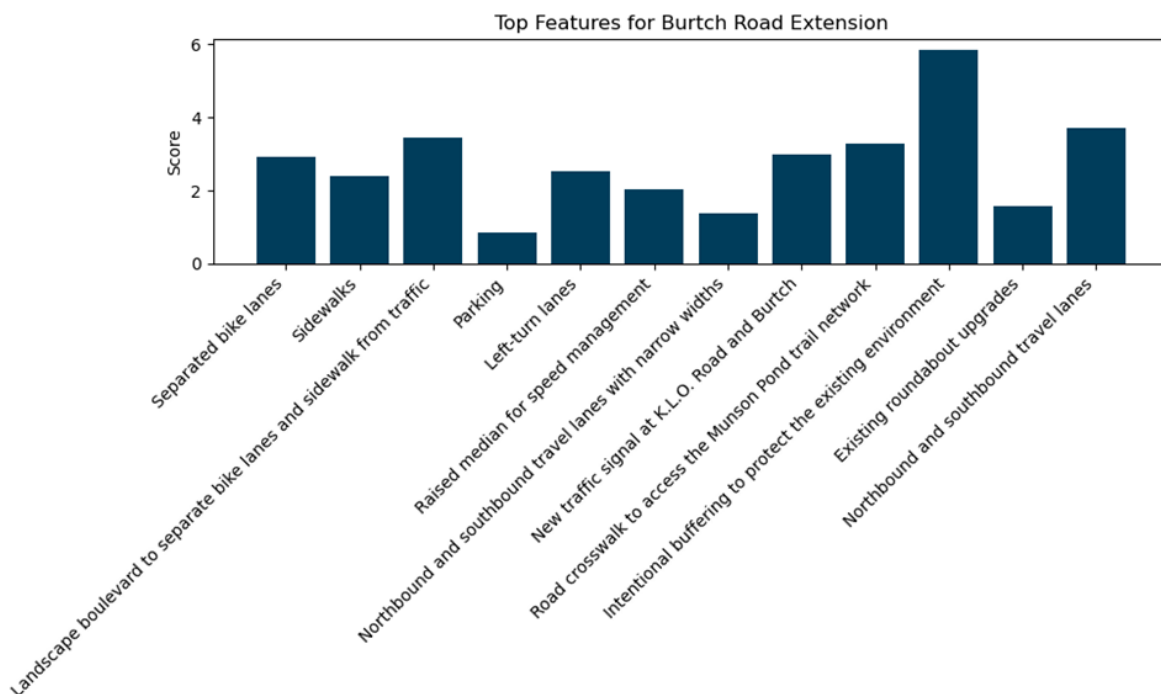


These results highlight Burtch Road's dual role as both a key transportation corridor and an important access point for local recreation.

Top Features for Burtch Road Extension

Each feature was ranked by survey participants. Higher-ranked choices were given more points and added together based on how many people chose it and how highly they ranked it. Then it was divided by the number of responses to get the final score. Among the respondents who ranked the features, the top three priorities were intentional buffering (score of 5.82), north and southbound travel lanes (score of 3.7), and landscaped boulevards (score of 3.48).

These results reflect an interest in both functional travel improvements and thoughtful streetscape design.



When asked about why they picked the features as most important to them, respondents said the following:

- **35 per cent supportive views:** Many respondents appreciate improved connectivity, safer cycling infrastructure, and reduced commute times.
- **27 per cent negative views:** Several respondents oppose the project due to environmental concerns, particularly concerns about the impact on Munson Pond and local wildlife.
- **38 per cent neutral/mixed views:** Some responses express conditional support, emphasizing the need for careful planning, buffering strategies, and prioritization of non-motorized transport.

"Using the road is going to be amazing help, but we love Munson Pond and walk there often from Sunrise Village" – Survey Respondent

Hollywood Road Extension

Interaction Types with Hollywood Road

Of the 165 responses, nearly 76 per cent (126) said they commute on Hollywood Road, while fewer than half live nearby (35).

This suggests Hollywood Road is primarily used as a commuter route, with less day-to-day engagement from nearby residents—unlike Burtch Road, which saw greater interest from those living in the area.



"I look forward to seeing the Hollywood Road extension constructed. This will provide a big alternative to using HWY 97. Signalized left turn lanes will improve use and safety of this new north-south connection." – Survey Respondent

Top Features for Hollywood Road Extension

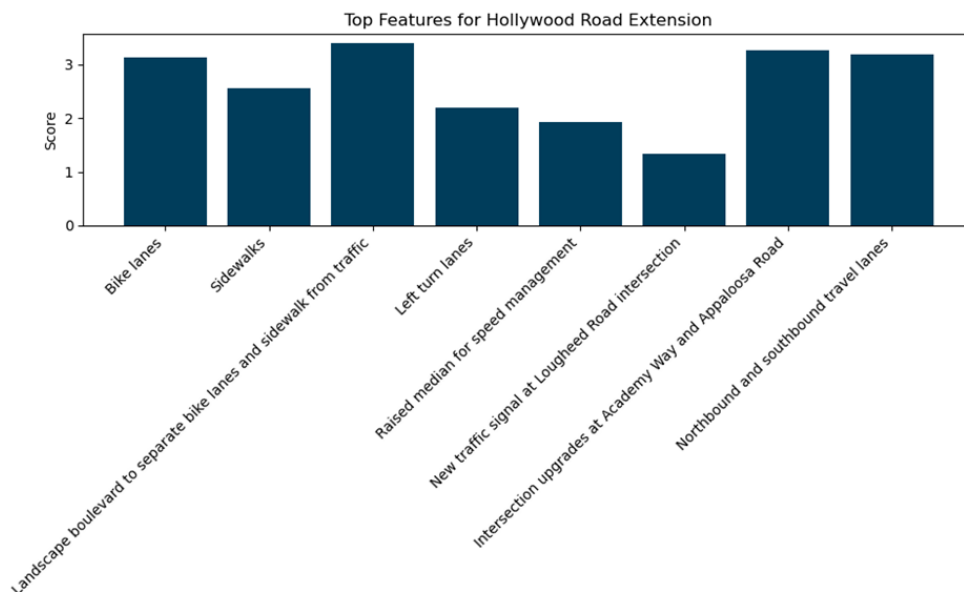
Each feature was ranked by survey participants. Higher-ranked choices were given more points and added together based on how many people chose it and how highly they ranked it. Then it was divided by the number of responses to get the final score. From the 154 responses, participants identified the landscape boulevards (score of 3.41), intersection upgrades at Academy Way and Appaloosa Road (score of 3.25) and northbound and southbound travel lanes (score of 3.16) as the top three features for the Hollywood Road extension.



These results reflect that participants prioritize features that enhance safety, improve traffic efficiency and multi-modal transportation.

When asked about why they picked the features as most important to them, respondents said the following:

- 34 per cent supportive views:** Responses show strong support for the Hollywood Road extension, emphasizing the need for better traffic flow, safer infrastructure for cyclists and pedestrians, and improved connectivity to destinations like UBCO and the Rail Trail. Many participants view the project as a valuable alternative to Highway 97, helping to ease congestion and enhance regional mobility.
- 23 per cent negative views:** Respondents expressed concern about the project's proximity to sensitive ecological areas like Carney Ponds. Some questioned whether the extension was needed at all, suggesting it may encourage more car use and urban sprawl. Others worried about increased traffic, noise, and disruption to local neighborhoods.
- 42 per cent neutral/mixed views:** Respondents are open to the project if it includes thoughtful design, environmental safeguards, and prioritization of active transportation. Some emphasized the importance of ensuring the road serves all users—drivers, cyclists, pedestrians, and transit riders—fairly and safely.



"Landscape Boulevard: A Comprehensive Approach to Road and Intersection Improvement Improving public infrastructure is essential to create safe, accessible, and efficient environments for all community members." – Survey Respondent

Feedback on Engagement Process

- 86 per cent answered "yes" or "mostly" to having enough information to participate in a meaningful way.
- 67 per cent answered "yes" or "mostly" to understanding how feedback will be used
- 90 per cent answered "yes" or "mostly" to finding the information easy to understand

The public engagement met the objectives to inform and consult with interested members of the public. Most respondents indicated that they understood the information presented and had enough information to participate. Over half the respondents had some understanding of how their input was going to be used. These results suggest a generally effective engagement process, with room for improvement in communicating how feedback is utilized.

Next Steps

The community engagement survey provided valuable insights into public opinion on the Burtch and Hollywood Road Extensions project. The feedback highlights the importance of considering public safety and existing environment in the project design. The survey results will be used to assist with the detailed design development of the road extensions.





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