



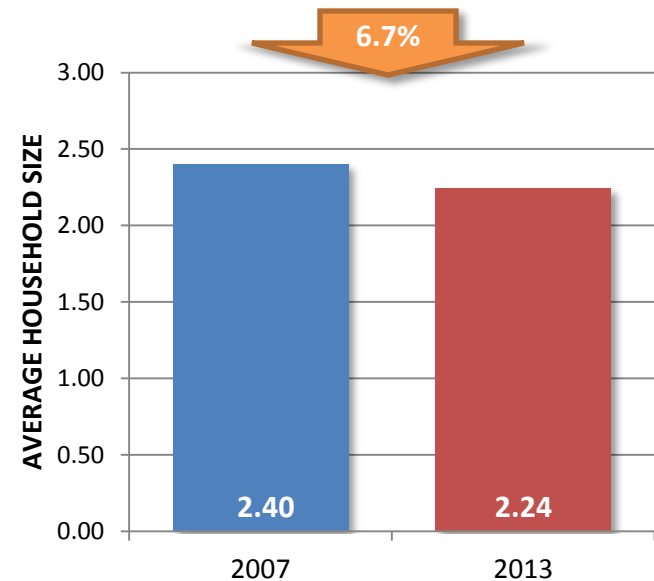
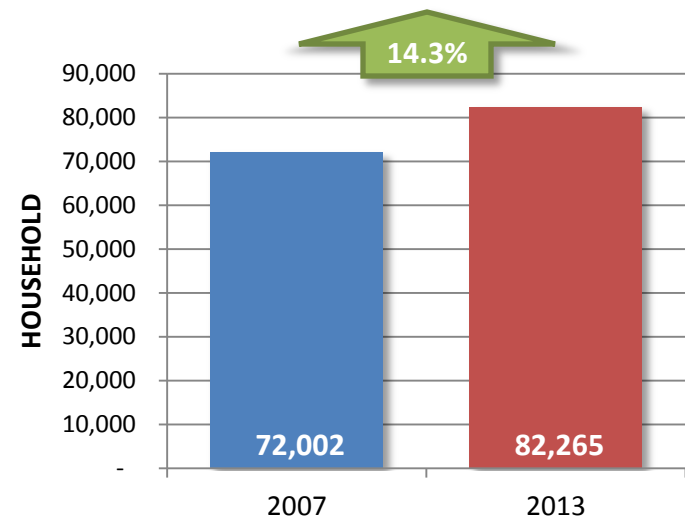
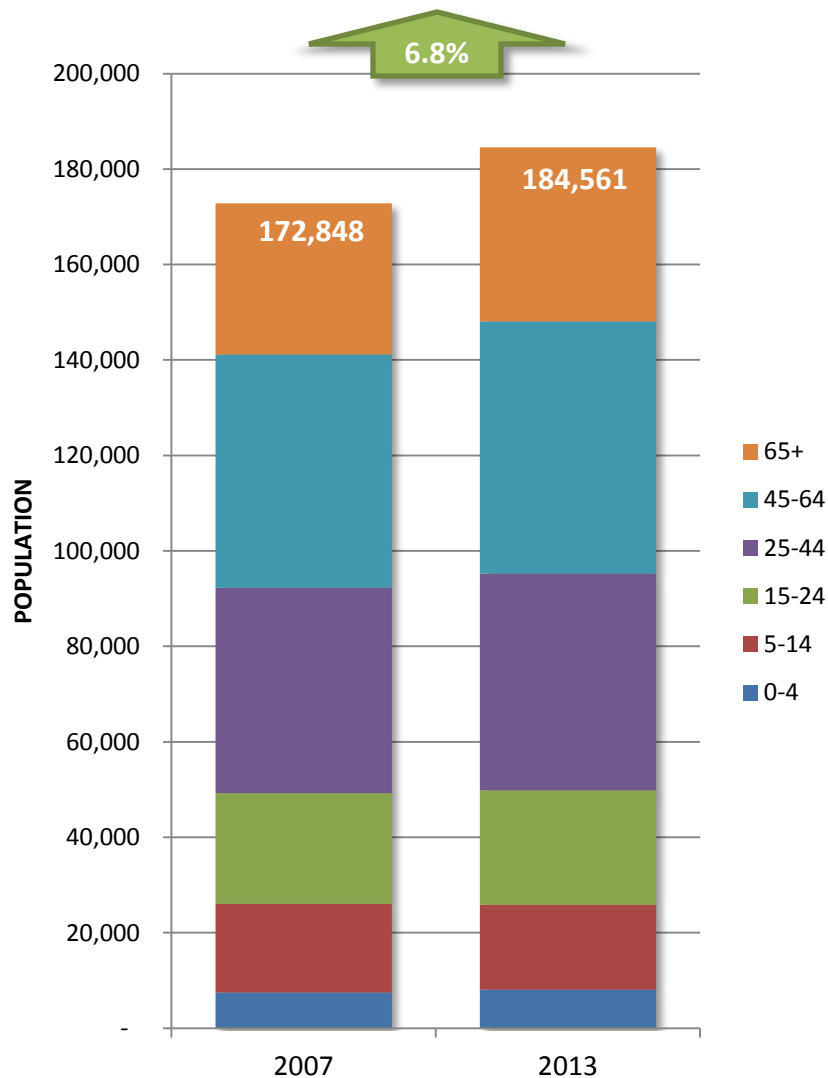
2013 Okanagan Travel Survey Findings & Comparison to 2007 Baseline



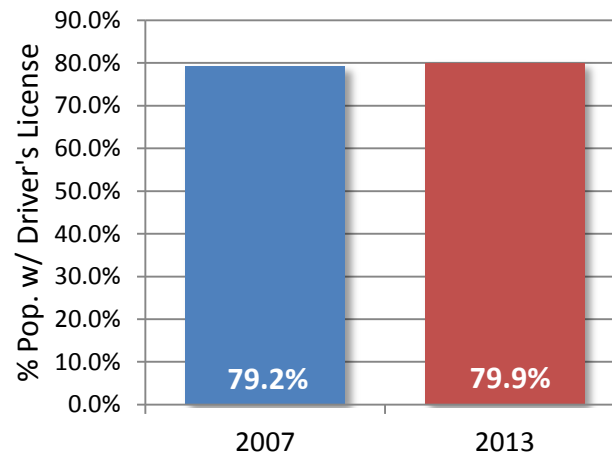
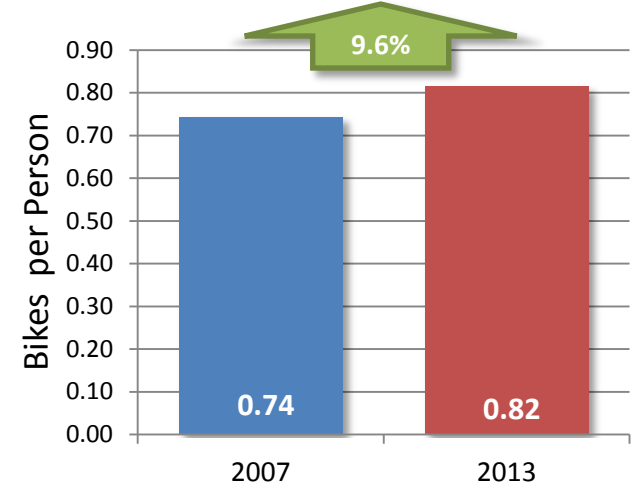
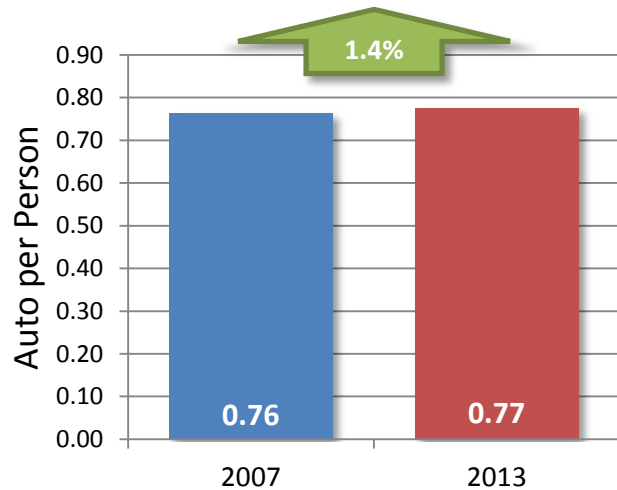
Survey Background & Conduct

- Household Travel Surveys
 - used worldwide
 - data used for policy and planning
 - primary means to measure sustainable transportation
- “Okanagan Travel Survey”
 - conducted Fall 2013 (late Sept – end of Nov)
 - Central Okanagan communities + City of Vernon
- Response:
 - 3,050 households comprising of 6,750 people
 - 22,500 trip records (+/- 0.61%, 19 out of 20 times)
- Comparison to 2007 Baseline Travel Survey

Background –Population & Household



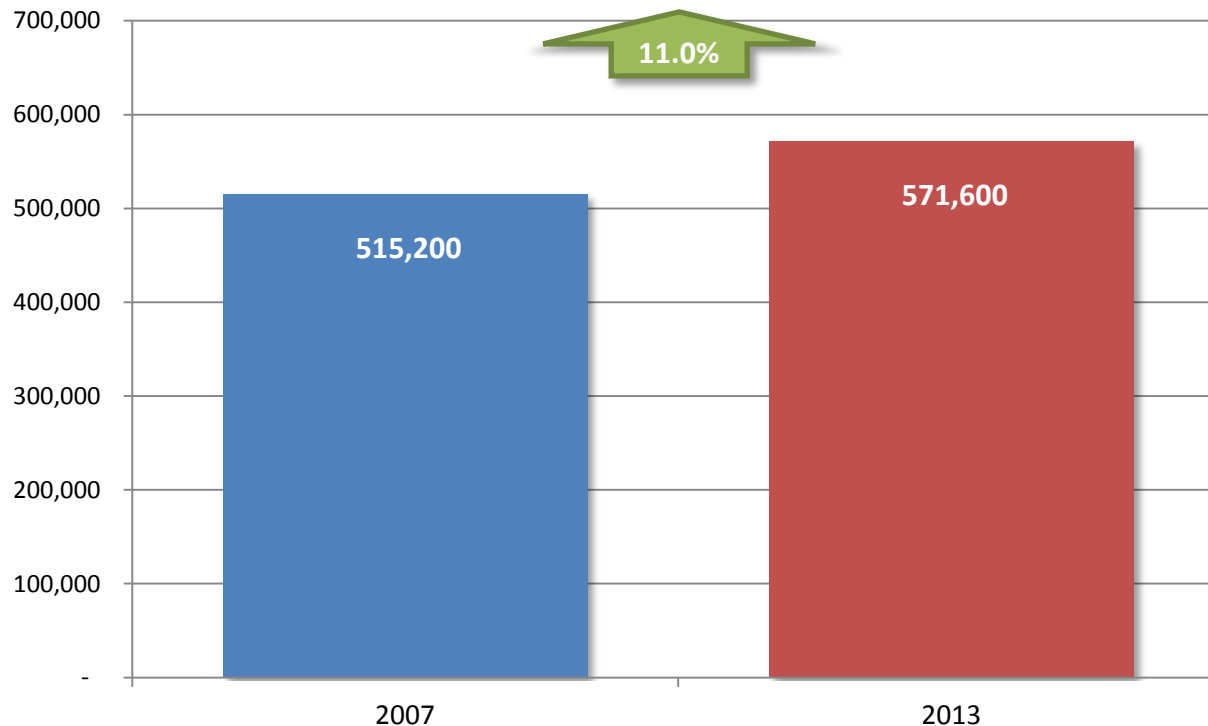
Background – Auto, Bicycle & Driver License Ownership



Total Trips

(24hr, Central Okanagan Residents)

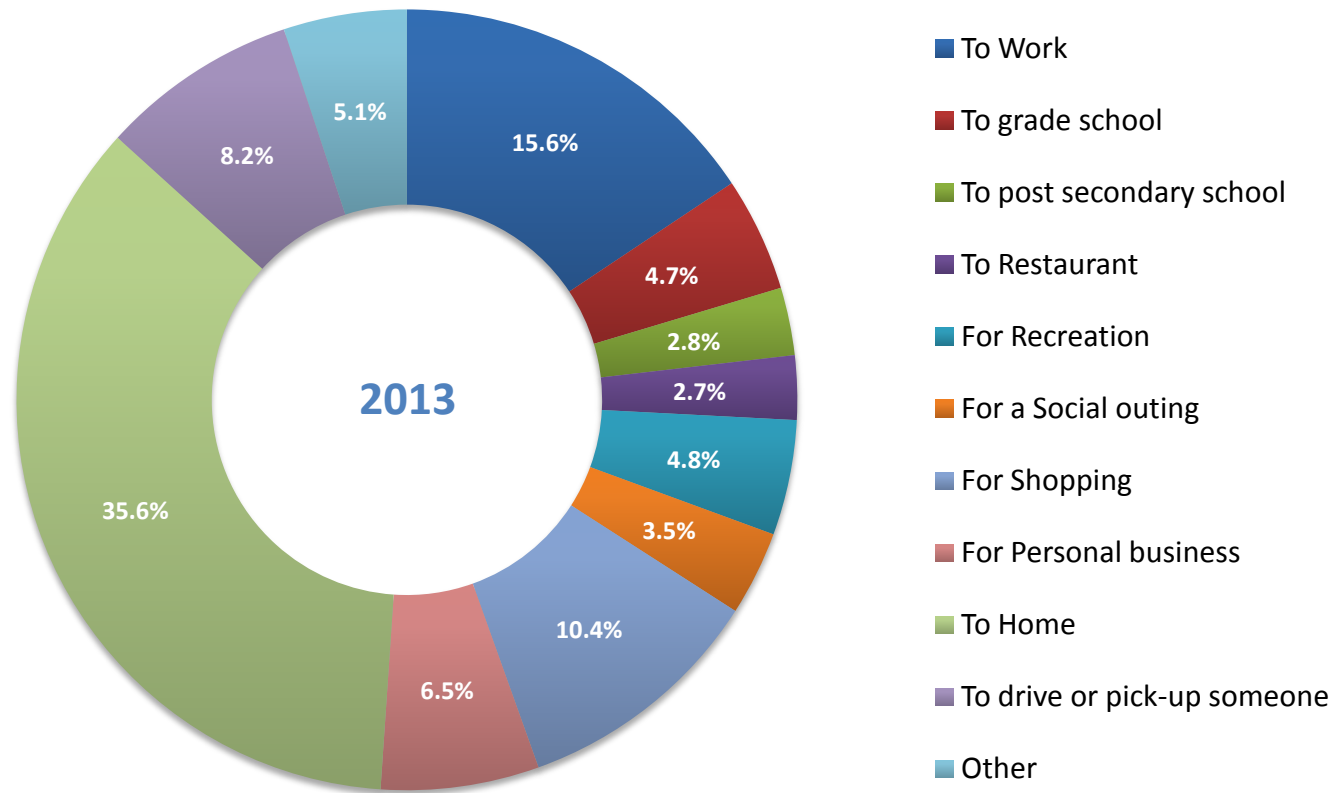
- **How much travelling** is there in a typical Fall weekday?



Trip Purpose

(24hr, Central Okanagan trip origins)

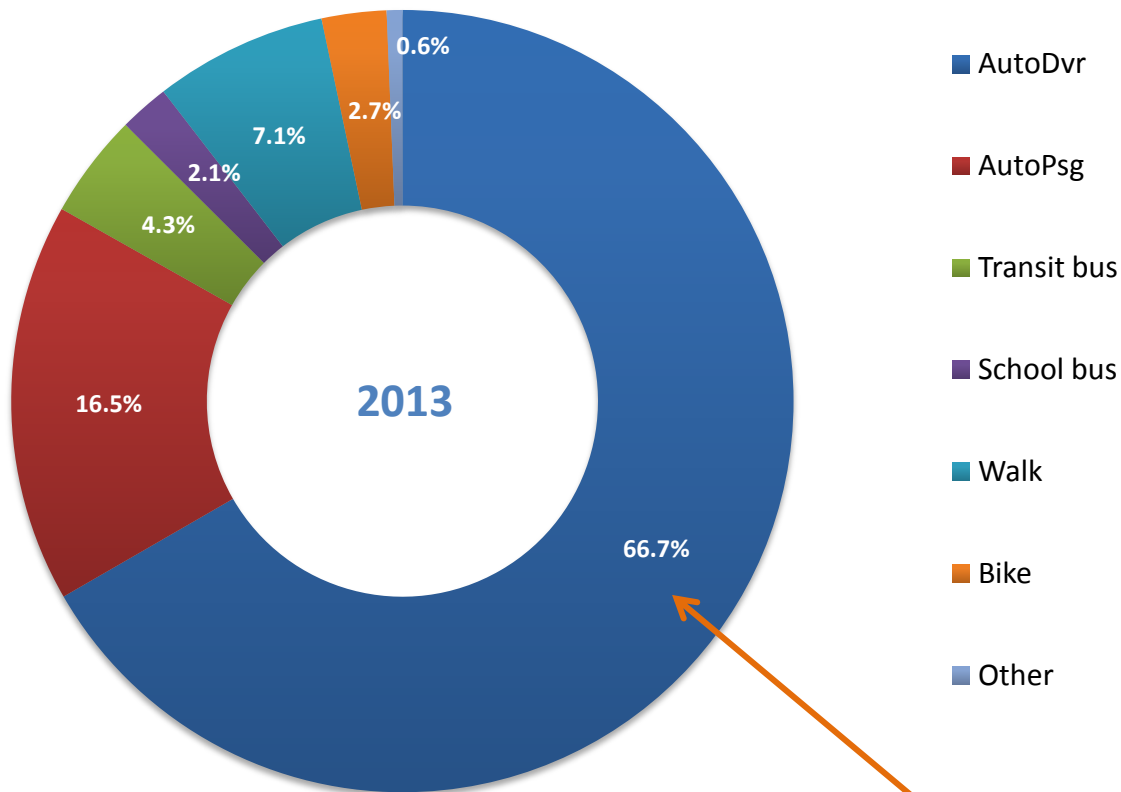
■ Why are residents travelling?



Mode Share

(24hr, Central Okanagan trip origins)

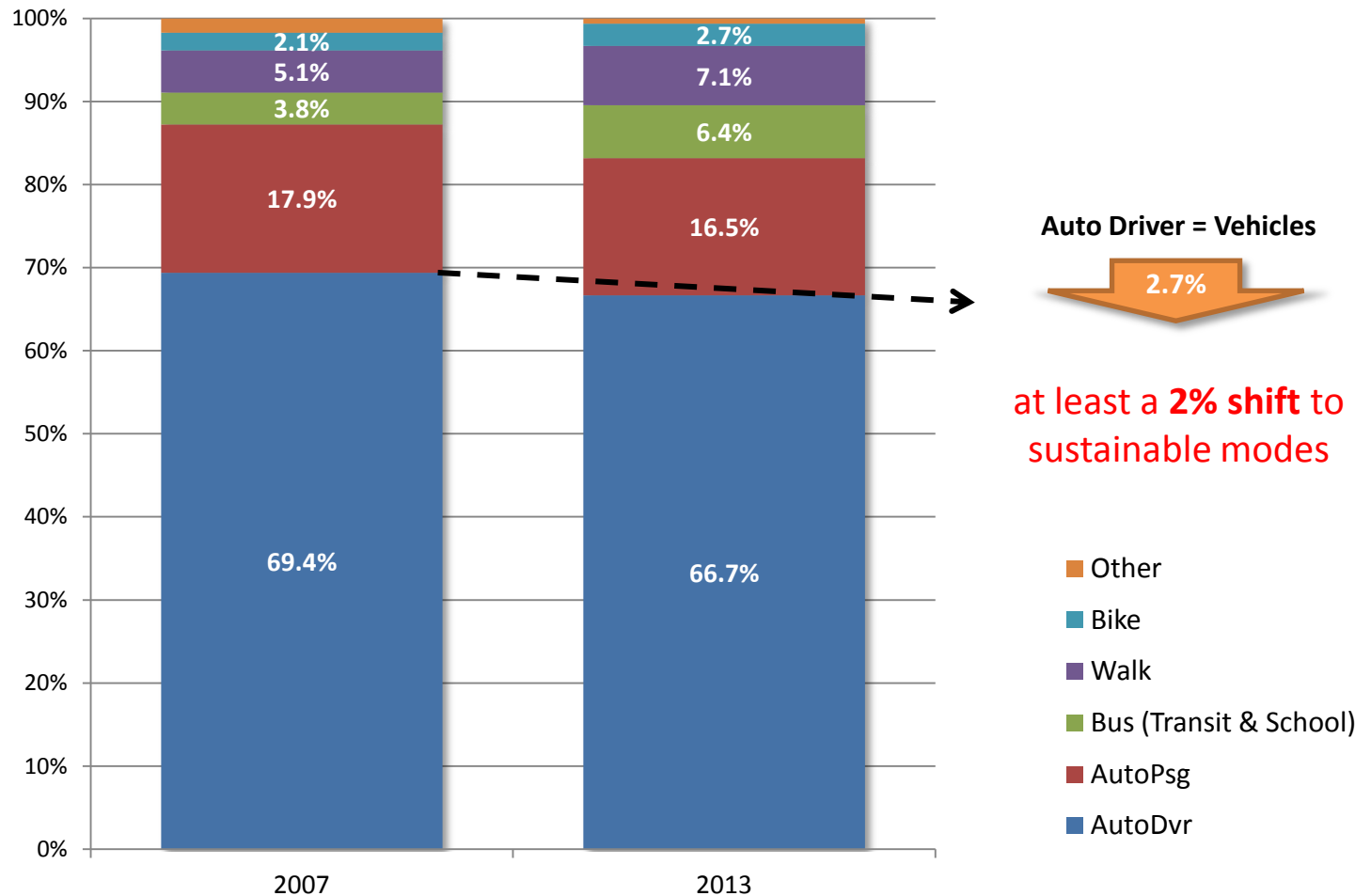
■ How are residents travelling?



Auto Driver mode accounts for 2/3 of all trips

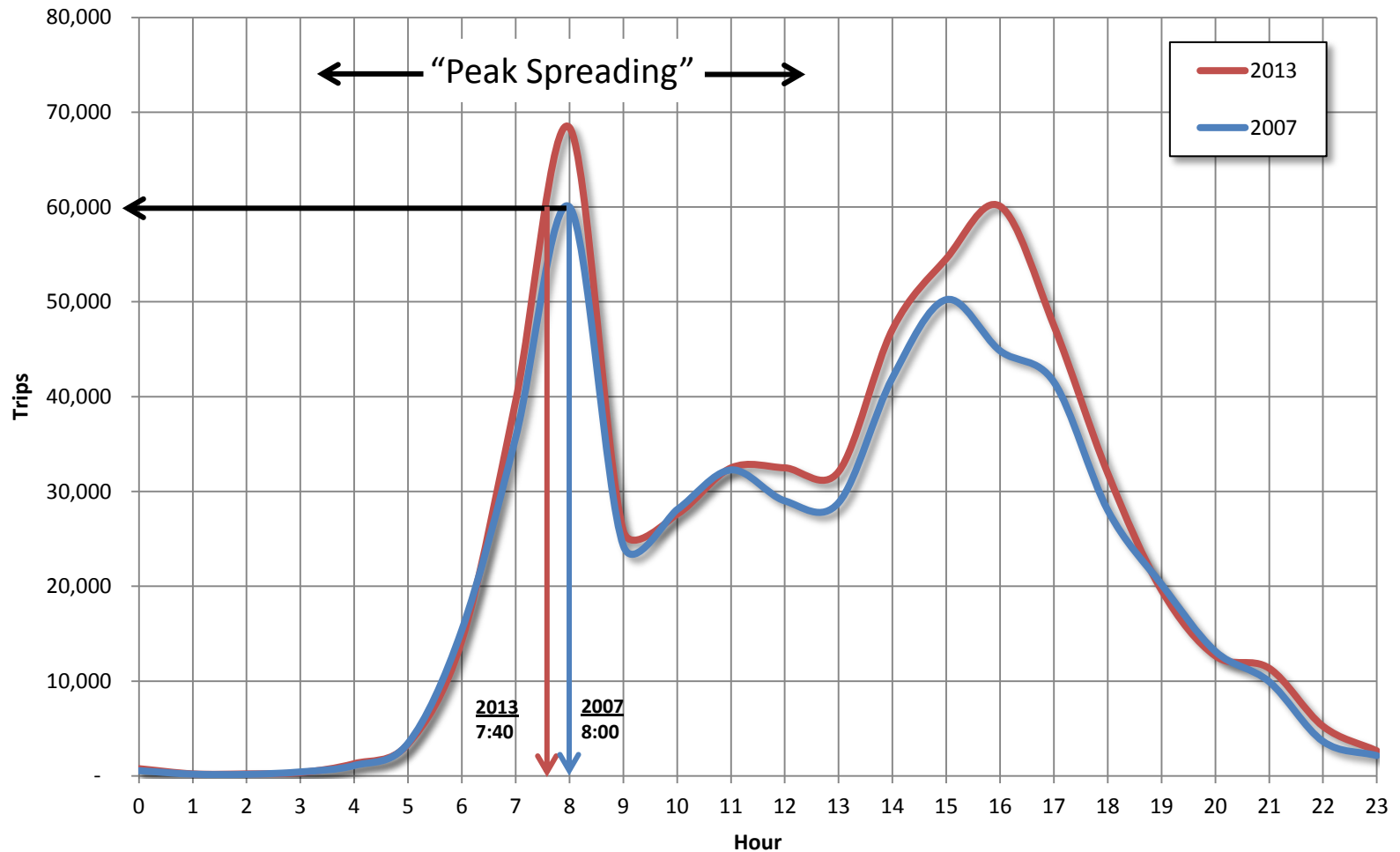
Trip Mode Trend

(24hr, Central Okanagan trip origins)



Total Trips by Starting Hour

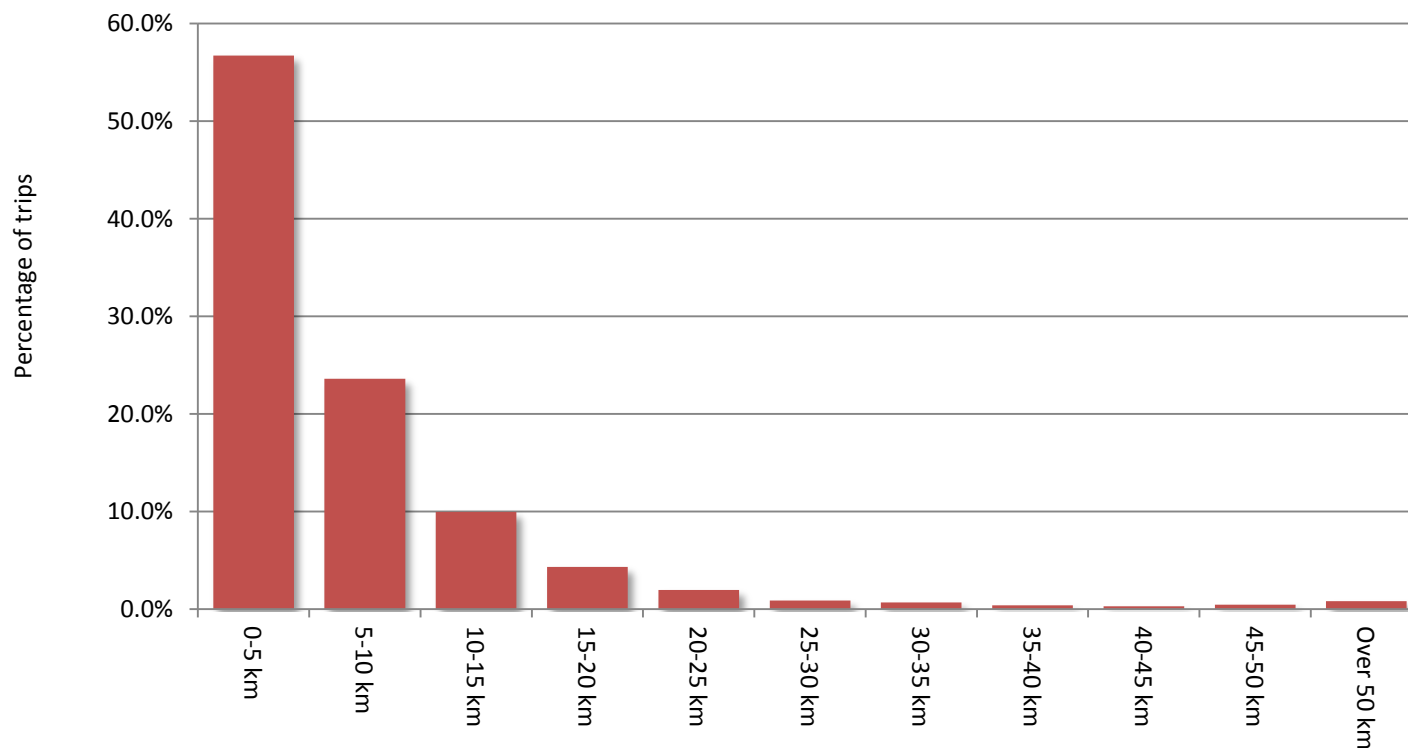
Central Okanagan Region - Trips by Start Hour
2007 - 2013



Trip Length Distribution

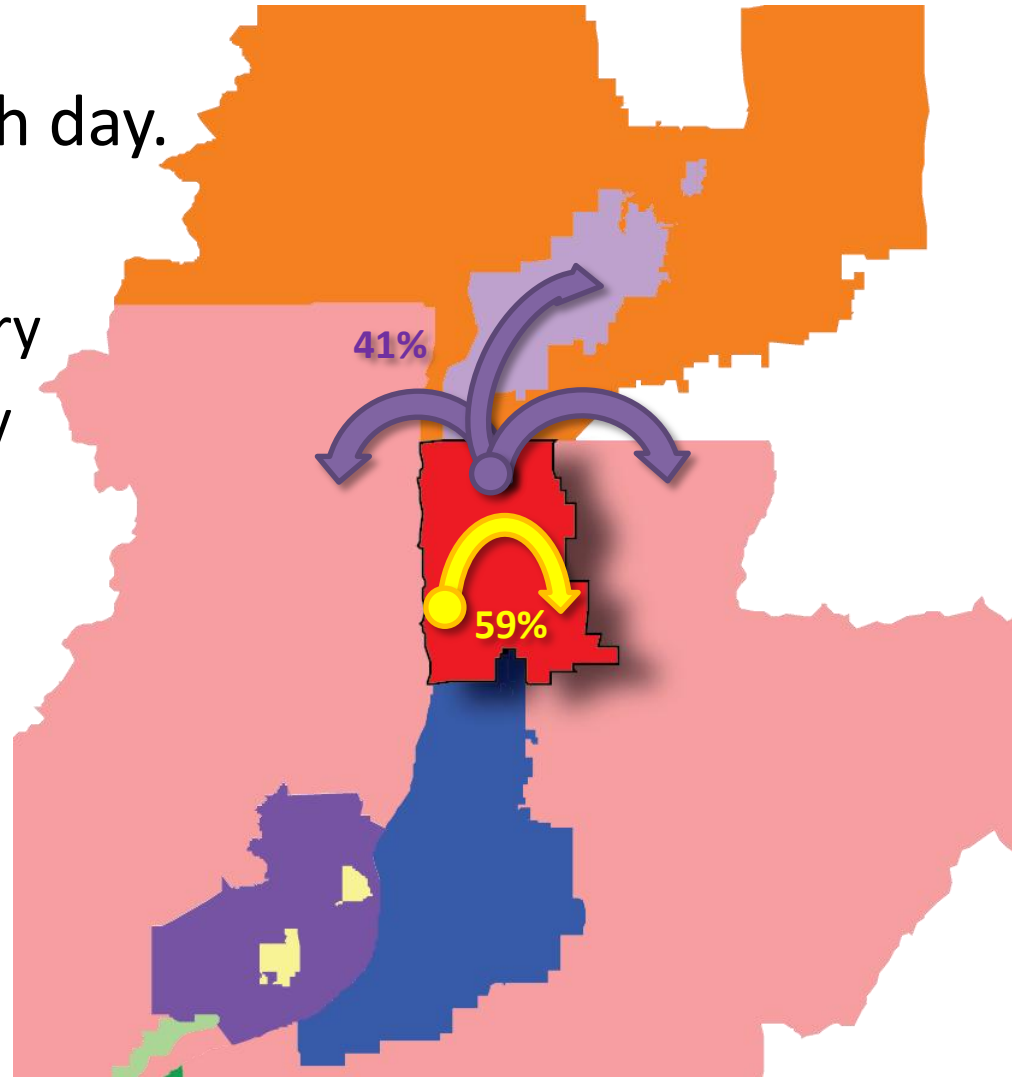
(24hr, Central Okanagan trip origins)

- 56% of trips less than 5km
- “distance market” for active transportation



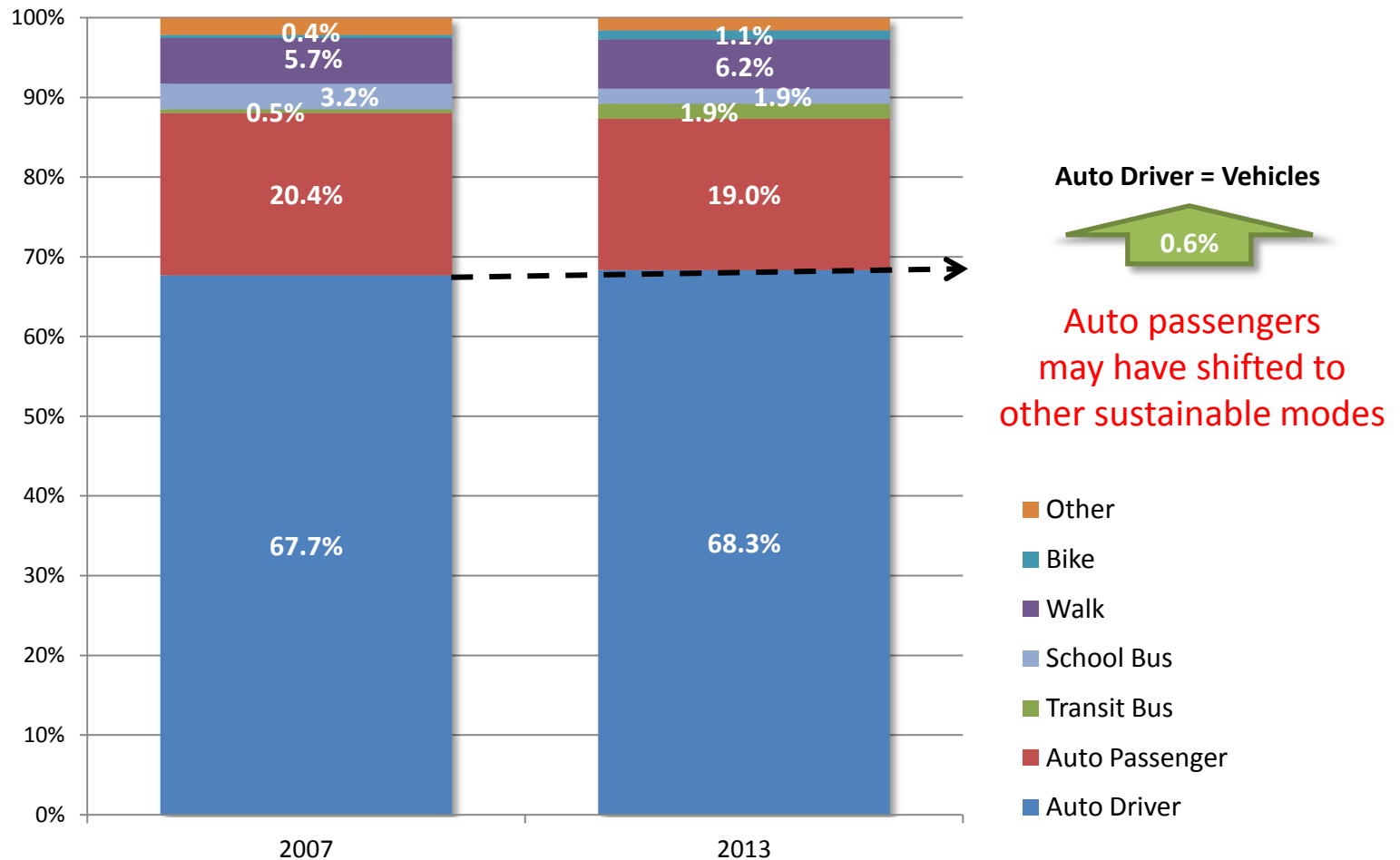
Lake Country-Originating Trips

- **25,100 trips** originate from Lake Country each day.
- Of these:
 - **59%** stay in Lake Country
 - **41%** leave Lake Country



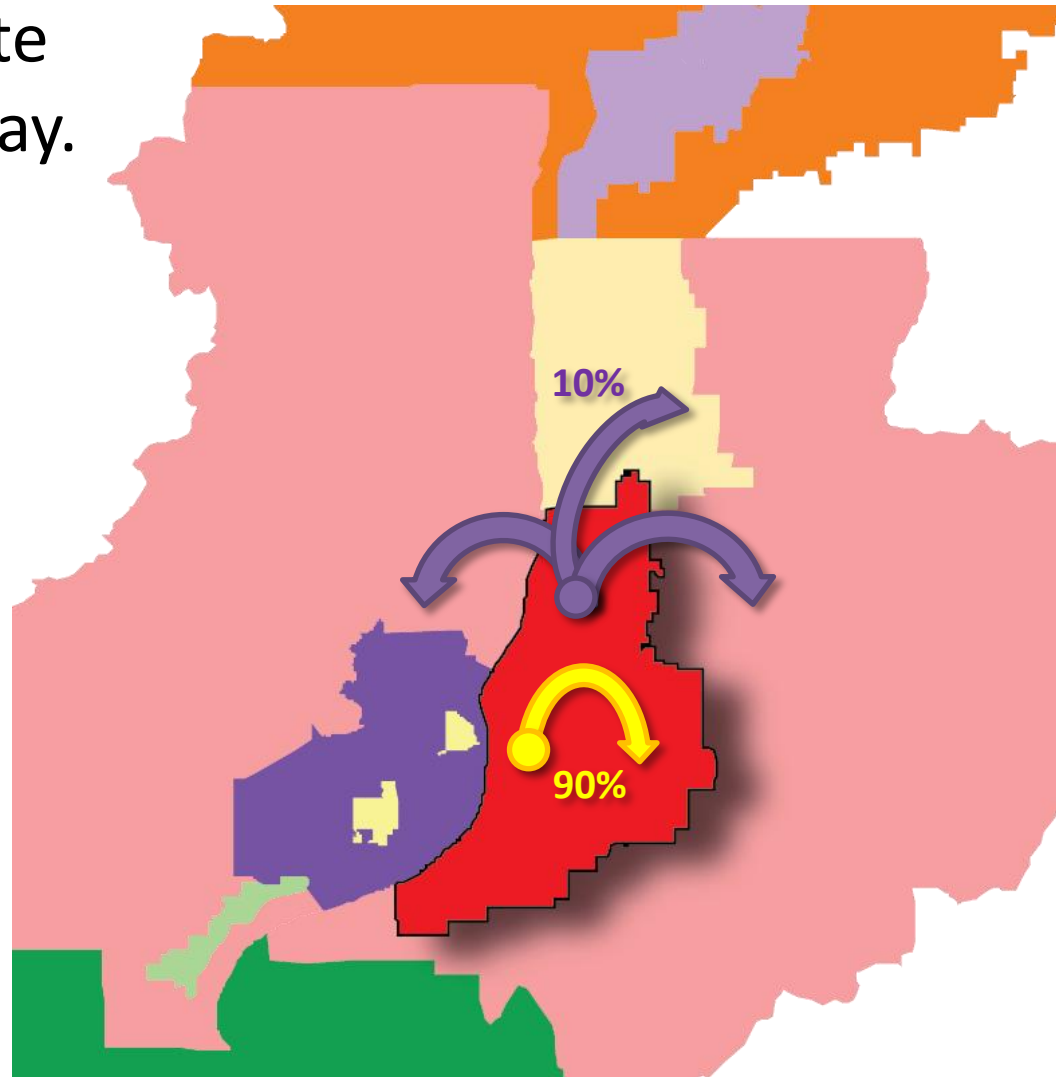
Trip Mode Trend

(24hr, Lake Country trip origins)



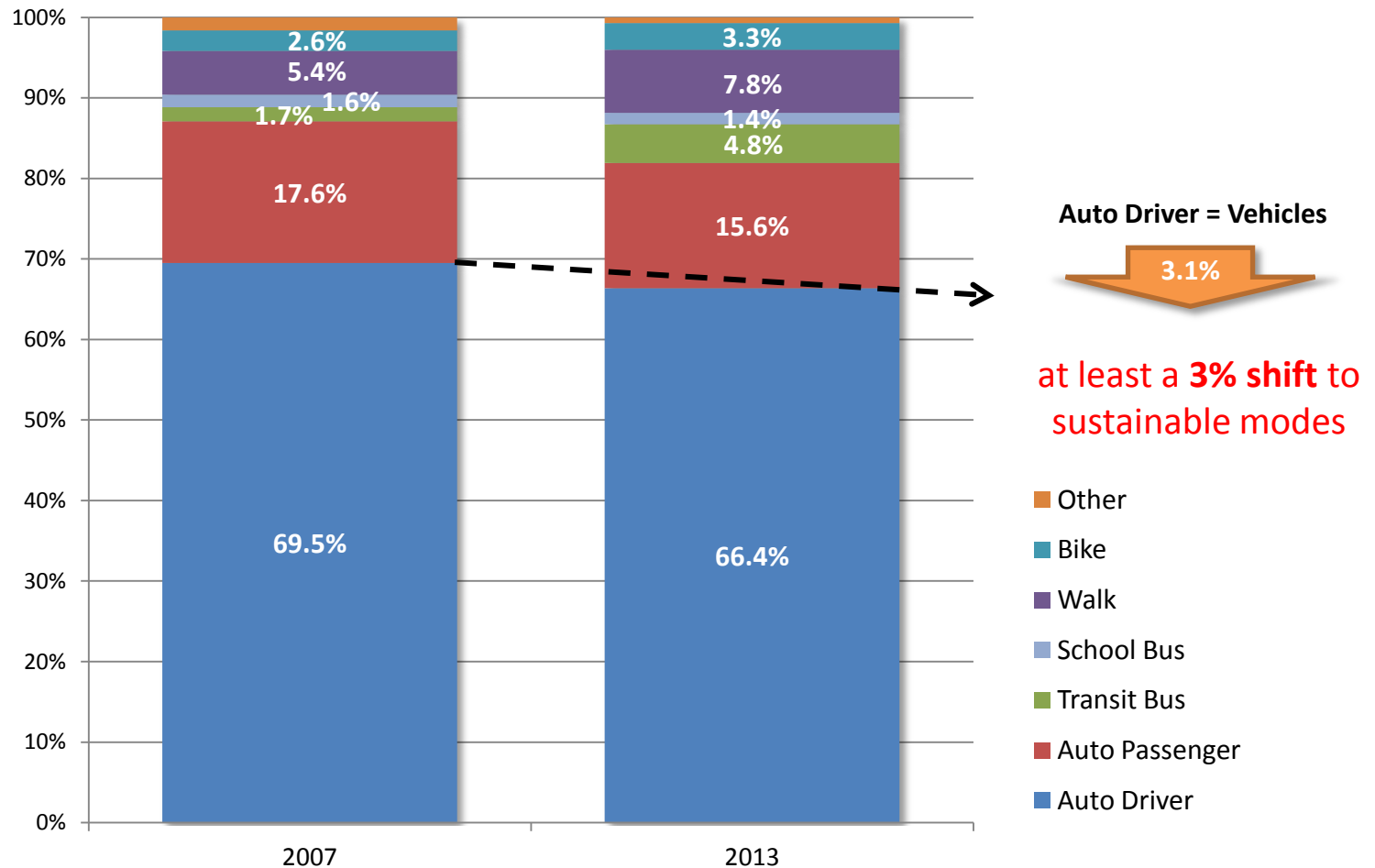
Kelowna-Originating Trips

- **429,600 trips** originate from Kelowna each day.
- Of these:
 - **90%** stay in Kelowna
 - **10%** leave Kelowna



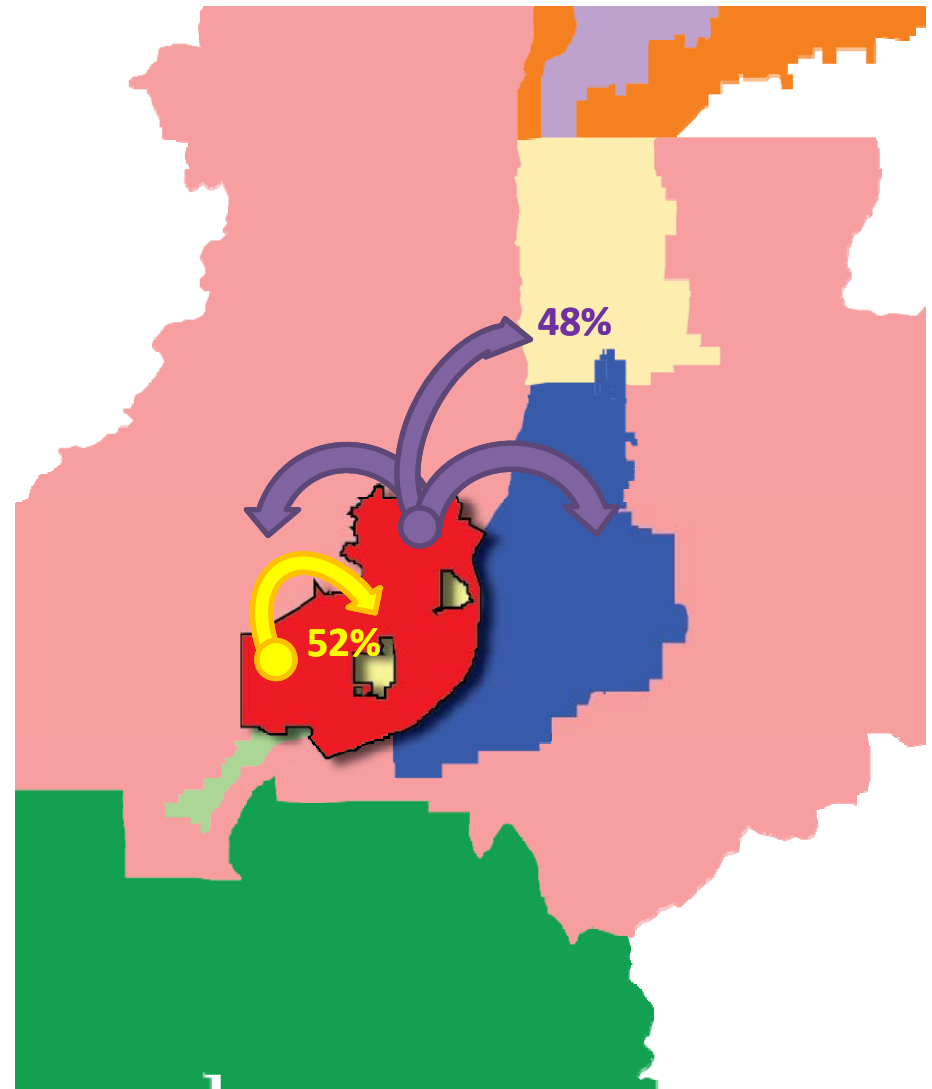
Trip Mode Trend

(24hr, Kelowna trip origins)



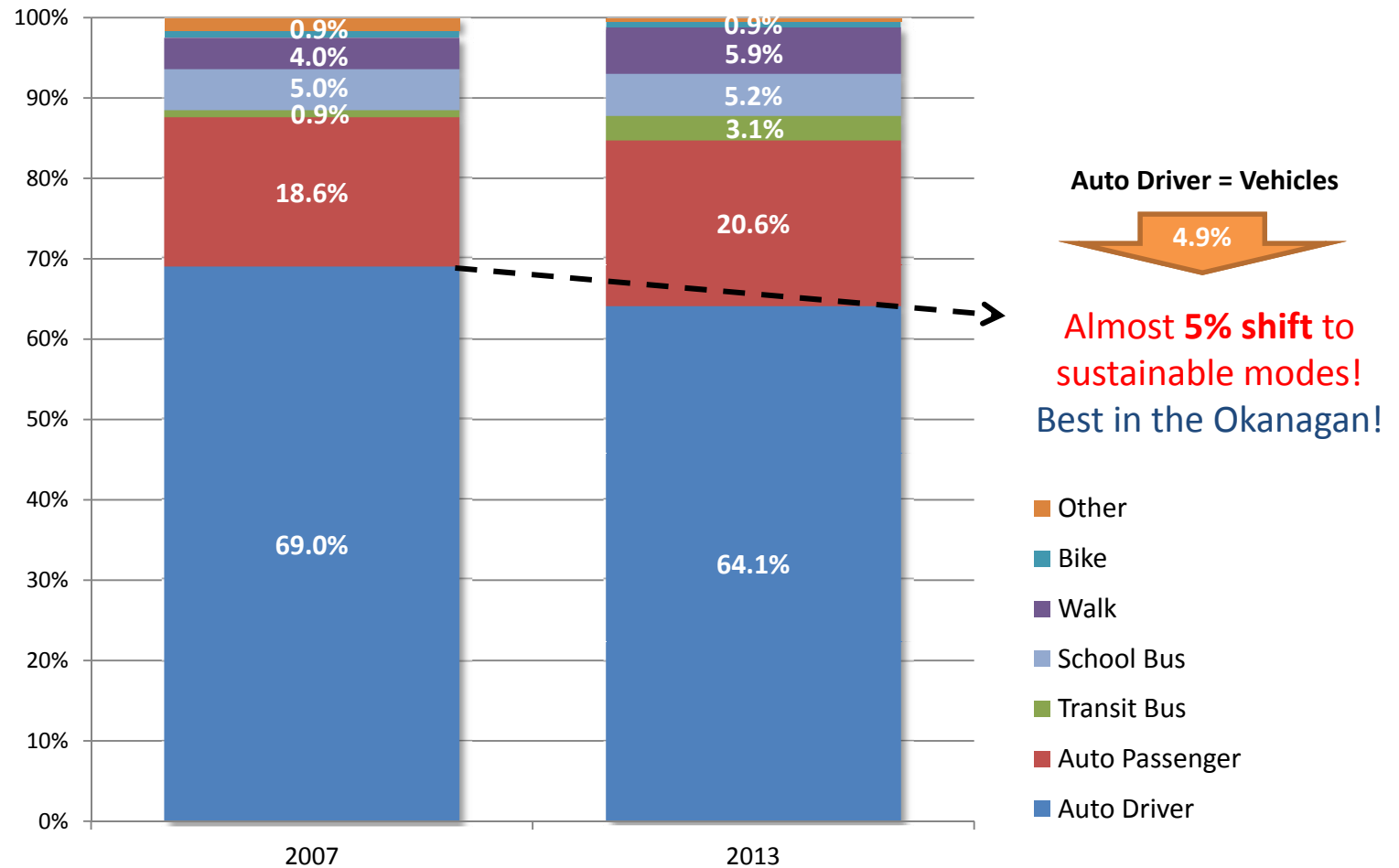
West Kelowna-Originating Trips

- **72,000 trips** originate from West Kelowna each day.
- Of these:
 - **52%** stay in West Kelowna
 - **48%** leave West Kelowna



Trip Mode Trend

(24hr, West Kelowna trip origins)



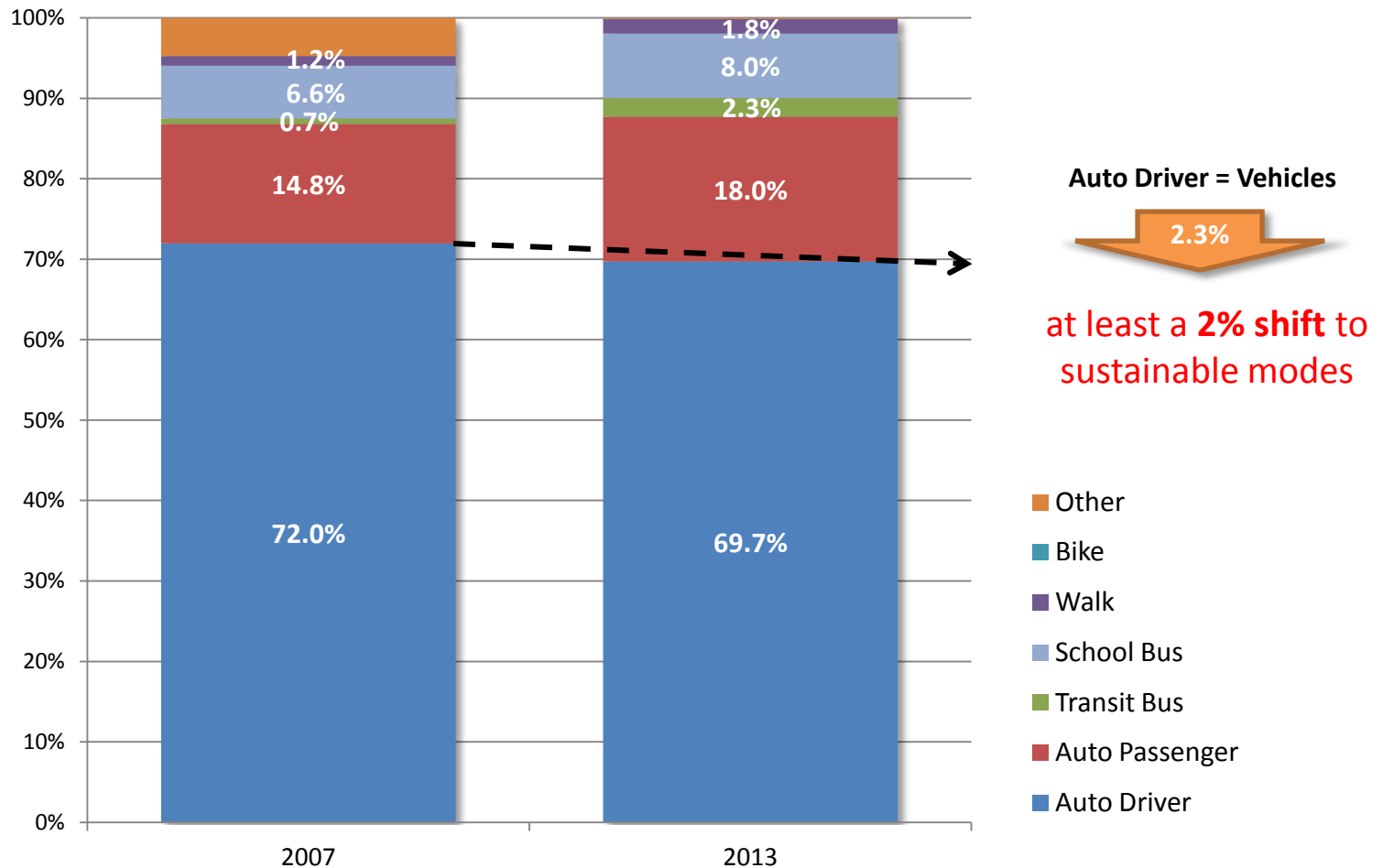
Peachland-Originating Trips

- **11,500 trips** originate from Peachland each day.
- Of these:
 - **51%** stay in Peachland
 - **49%** leave Peachland



Trip Mode Trend

(24hr, Peachland trip origins)



Travel Survey Data Uses

- Understand **travel demand** or “**travel market**”
- Support **policy questions**
 - e.g. “Is there an increase in children being driven to school?”
 - Estimate **greenhouse gases** and other vehicular contaminants
 - Mine data for **planning and policy research/development**
- Used to develop a “**current**” **base scenario** for **transportation plan** development
- Used to calibrate and validate the **regional transportation model** – test “**what-if**” scenarios

Policy & Planning Implications

- Change in **demographic profile** may influence future trip patterns
 - age groups
 - household size and makeup
 - income, auto ownership
- **Mode share trends** can indicate ultimate potential for each mode
 - Can indicate effectiveness of **transportation investments**
 - “**leveling off**” may indicate increased marginal costs to further shift trips
- Need to focus on and monitoring the right indicators
 - i.e. auto driver mode

Summary

- Overall travel trends (2007-2013) indicate:
 - **rate of trips** (11 %) growing faster than **population** (6.8%)
 - majority of trips as **auto driver** (2/3) region-wide
 - **shift towards sustainable modes** / reduction in auto driver mode share (at least 2% net shift region-wide)
 - **peak-spreading** phenomena emerging
- Trend helps to assess effectiveness and timing of **transportation investments**
- Survey data foundational to transportation planning & policy – **evidence based approach**



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