

2024 Okanagan Travel Survey

Report 1

Survey Design and Conduct



2024 Okanagan Travel Survey

Report 1: Survey Design and Conduct

Prepared for:

City of Kelowna

City of Vernon

City of West Kelowna

Westbank First Nation

District of Lake Country

District of Peachland

Regional District of Central Okanagan

BC Ministry of Transportation and Transit

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Acknowledgements

The survey research was conducted by Ipsos with the guidance of the City of Kelowna and the support of the communities in the Regional District of Central Okanagan (RDCO).

We gratefully acknowledge the following City of Kelowna and City of Vernon representatives for their input, direction, and participation throughout the project.

Suzanne Therrien

Active Transportation Planner, City of Kelowna

Samantha Flemington

Communications Advisor, City of Kelowna

Cameroon Noonan

Transportation Planner, City of Kelowna

Anne Huisken

Transportation Planner, City of Vernon

Finally, Ipsos would especially like to thank the more than 5,100 participating households who participated in this survey and made this project possible. We thank you for your participation in the 2024 Okanagan Travel Survey.

Definition of Terms

- *API*: refers to an Application Programming Interface.
- *CATI*: Computer Assisted Telephone Interviewing.
- *Districts*: refers to the 19 smaller geographic areas into which the municipalities within the survey sample area were broken down to for sampling and expansion purposes.
- *Online survey/interface*: refers to Ipsos's online survey platform. The program is integrated with Google Map API and skip logics.
- *Registration section*: refers to the first section of the survey, in which participants recorded their personal and household information.
- *Sample or dataset*: refers to the aggregation of all data collected for this survey into one central electronic file.
- *Survey sample area*: refers to the geographic region included in the 2024 Okanagan Travel Survey, specifically the broader Okanagan area, including the City of Vernon and the Regional District of Central Okanagan, which include the City of Kelowna, City of West Kelowna, Lake Country and Peachland, Westbank First Nation and Central Okanagan West & East Electoral Areas.
- *Survey*: refers to the 2024 Okanagan Travel Survey and the study as a whole.
- *Travel date*: refers to the date assigned to each participating household on which they recorded all of their one-way trips.
- *Trip section*: refers to the second section of the survey, in which participants ages 5 and above recorded their trips.

1. Project Overview

1.1. Project Background

The 2024 Okanagan Travel Survey (OTS) is a joint project of the City of Kelowna, City of Vernon, Regional District of Central Okanagan, West Kelowna, Lake Country, Peachland, Westbank First Nation, and the BC Ministry of Transportation and Transit in collaboration with Ipsos, a global market research company.

The Okanagan Travel Survey is conducted approximately every five years in the Central Okanagan and City of Vernon area. Prior OTS surveys were conducted in 2007, 2013 and 2018. The survey collects data on the daily travel patterns of residents in the region using a household travel survey approach.

The three main objectives of the survey are to:

- Collect high-quality, reliable and valid household travel data for regional transportation and infrastructure planning purposes including updating the regional transportation demand model;
- Provide a statistically reliable dataset to monitor trends in travel behaviour and patterns to inform policies and plans; and,
- Develop a comprehensive travel database for analysis and policy research in the region.

The data collected from the 2024 OTS will also help inform policy development and transformation planning throughout the Central Okanagan and City of Vernon by providing statistics useful for insights into post-pandemic travel behaviour.

The 2024 OTS was carried out from early October through the first week of November 2024. The approach employed a survey methodology to gather comprehensive data on household characteristics, demographic information for all household members and 24-hour recall of detailed travel information for household members aged 5 and above on the most recent previous weekday. A random sample of households was selected based on their home address and invited to participate through an official invitation letter. To ensure adequate representation from households with younger residents, a subset of households was also recruited by telephone using cellphone sample by the Ipsos CATI team. Participants had the option to complete the survey either online or via telephone through the Ipsos help desk for those requiring additional support.

The 2024 survey collected data from 5,158 households or 12,064 individuals and represented 41,302 trips following a rigorous data validation process and the exclusion of a small number of surveys with data inconsistencies. To ensure the sample is representative of the entire population, the survey data were weighted and expanded. The resulting dataset represents approximately 286,000 residents from 127,000 households within the study area, equivalent to a sampling rate of 4.1% of households or 4.2% of the population residing in private dwellings. The trip data obtained from the survey offers a comprehensive 24-hour snapshot of the travel patterns exhibited by residents in the study area during a typical weekday in the fall season.

The household-level survey results are associated with a margin of sampling error of $\pm 1.3\%$ at a 95% confidence level prior to data weighting. When considering the three sub-area geographies analyzed, the margin of sampling error is $\pm 1.8\%$ for Kelowna, $\pm 2.4\%$ for the rest of the Central Okanagan, and $\pm 3.6\%$ for Vernon.

1.2. Report Organization

This report is one of three that document the survey methodology, dataset, and results for 2024 Okanagan Travel Survey. There are three reports in total and are listed below:

Report 1: 2024 Okanagan Travel Survey – Survey Design and Conduct

Report 2: 2024 Okanagan Travel Survey – Survey Database

Report 3: 2024 Okanagan Travel Survey – Analysis of Survey Results and Trends

The purpose of Report 1 – Survey Design and Conduct is to provide a detailed accounting of the survey methodology. The remainder of this report is organized into the following sections:

Section 2: Survey Geography

Section 3: Study Design

Section 4: Recruitment and Data Collection

Section 5: Data Processing

Section 6: Comparisons Between Previous Survey Cycles

2. Survey Geography

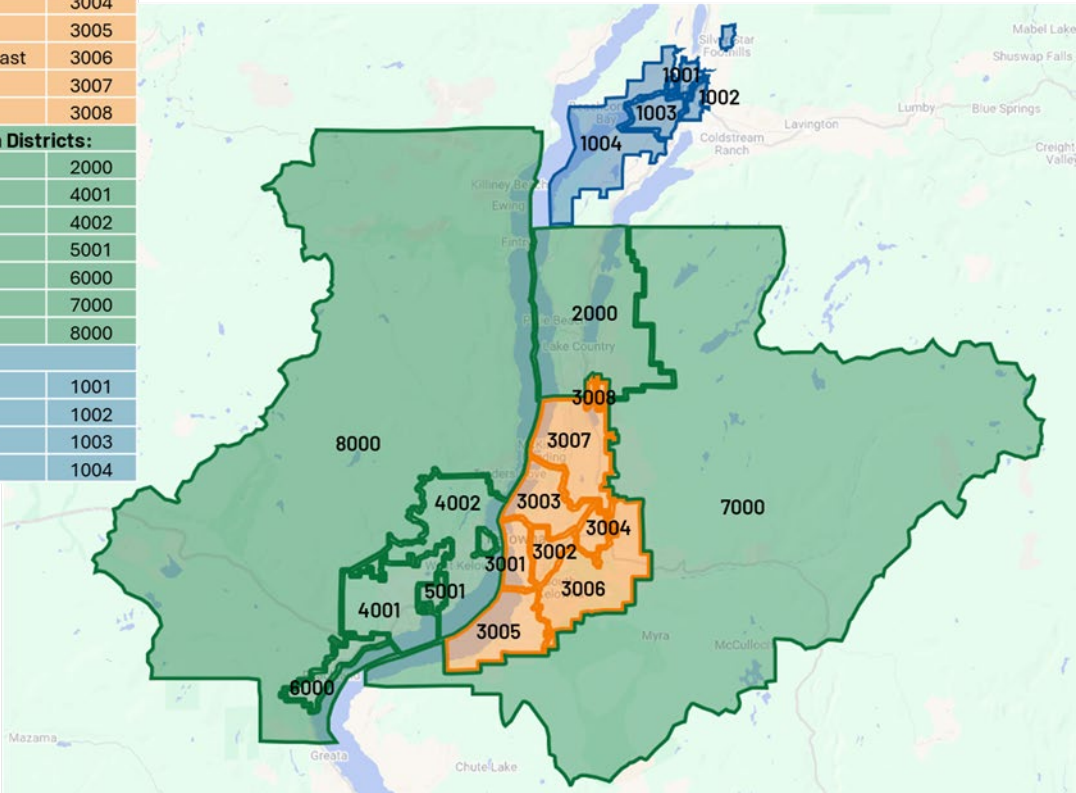
2.1. Survey Scope

The 2024 OTS captured the daily travel patterns and demographic characteristics of residents of households within the study area. The six communities in Central Okanagan (City of Kelowna, Regional District of Central Okanagan, West Kelowna, Lake Country, Peachland and Westbank First Nation), the City of Vernon, and the Okanagan Indian Band Lands within these bounds (Duck Lake Indian Reserve No. 7, bordering Lake Country and Kelowna, and Priest's Valley Indian Reserve No. 6 bordering Vernon) are included in the study area (shown in **Figure 1**).

For reporting and analysis, survey results are primarily summarized for three sub-regions: Vernon, Kelowna, and Other Central Okanagan (consisting of all other communities in the Central Okanagan, excluding Kelowna). Results have also been included for Lake Country, West Kelowna, Regional District of Central Okanagan, Peachland and Westbank First Nation for key metrics of interest.

Exhibit – Figure 1. Study Area

Kelowna Districts:	
City Centre/ Pandosy	3001
Central Kelowna	3002
Glenmore	3003
Rutland	3004
Mission	3005
Black Mountain/ Southeast	3006
Kelowna North	3007
Duck Lake 7	3008
Other Central Okanagan Districts:	
Lake Country	2000
Glenrosa/ Westbank	4001
Rose Valley/ Lakeview	4002
Westbank First Nation	5001
Peachland	6000
RDCO West	7000
RDCO East	8000
Vernon Districts:	
City Core	1001
East Hill	1002
Landing/ Priest's Valley	1003
Outlying Areas	1004



A more detailed view of the smaller geographical areas that are included within Kelowna and Vernon is outlined on the following page in **Figure 2** and **Figure 3**, respectively.

Exhibit – Figure 2. Kelowna Districts

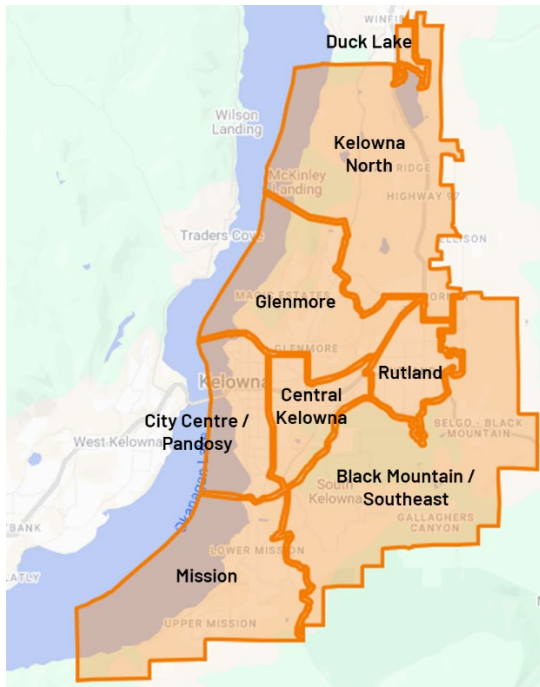
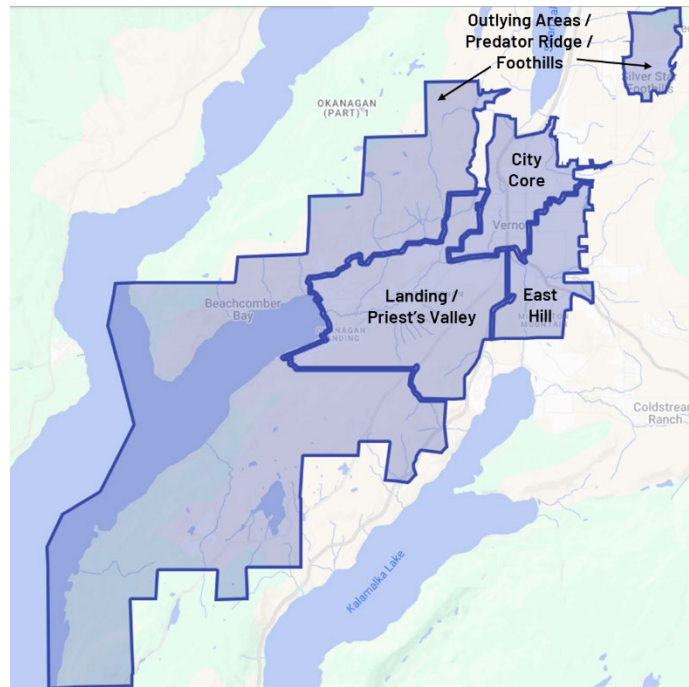


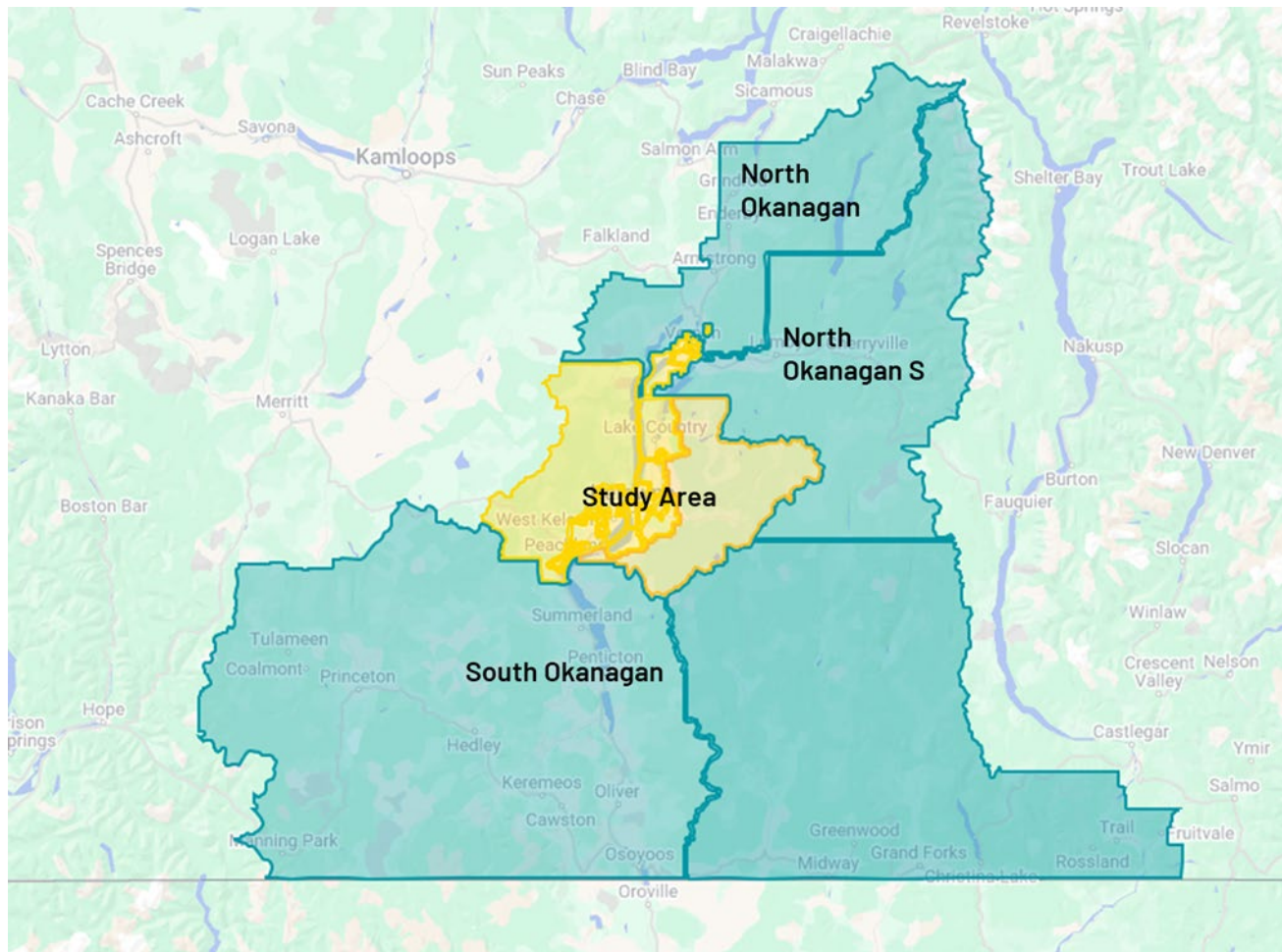
Exhibit – Figure 3. Vernon Districts



Similar to the 2018 survey, a wider geographical 'Travel Area' (shown below in **Figure 4**) was developed for the purpose of defining trips external to the study area but still relatively local within nearby communities. These trips were collected in the final data set and only trips beyond the Travel Area boundary were flagged as true external trips.

The Travel Area includes a wider boundary around the study area to encompass parts of the North and South regions of the Okanagan. The Okanagan South travel area includes Summerland, Penticton and other nearby areas in the Okanagan-Similkameen Regional District. To the North, the Travel Area includes two areas outside the study area: North Okanagan South (including Coldstream, Lumby and other areas more likely to approach Vernon from the South or East) and North Okanagan North (including Armstrong, Enderby, and other nearby areas more likely to approach Vernon from the North). The map below shows the external areas relative to the study area.

Exhibit – Figure 4. Travel Area



2.2. Survey Area Geographies

A key objective of the study was to ensure that data was collected from a representative sample of households in the study area.

To ensure consistency with the 2018 study, the study area was segmented into the same 19 sub-municipal areas or 'districts', though some boundaries may have shifted slightly. Dividing the survey area into smaller geographies facilitated effective survey sampling and targeting to ensure a balanced and representative distribution of survey completions across the region.

The 19 districts were used for sampling and data weighting and expansion, as well as for selected analyses of the pattern of results within municipalities. For data weighting purposes, Statistics Canada Dissemination Area (DA) geographies were used to aggregate 2021 Census data by each of the 19 districts. Further details of the 19 districts and sample frame can be found in Section 3.3: Sampling Plan.

For the purpose of reporting and analysis, the survey area is organized into four levels of geography, as outlined in **Table 1** below. 'Municipal sectors' aggregate First Nations communities with the municipal boundaries they are situated within or adjacent to. This approach ensures that the unique travel patterns and characteristics of these communities are captured and integrated into the broader municipal context.

Most analysis is based on three sub-areas based on municipal sectors: **Vernon** (corresponding to the 'Vernon+' municipal sector), **Kelowna** (corresponding to the 'Kelowna+' sector), and **Other Central Okanagan** (an aggregation of all remaining sectors within the Central Okanagan region).

Exhibit – Table 1. Travel Area Geographies

Travel Area	Census Division	Municipal Sector	Census Subdivision	District	
Study Area	Vernon (part of RD of North Okanagan)	Vernon+	City of Vernon	1001	City Core
				1002	East Hill
				1004	Outlying Areas / Predator Ridge / Foothills
			Priest's Valley 6	1003	Landing / Priest's Valley
	Central Okanagan	Lake Country	Lake Country	2000	Lake Country
		Kelowna+	City of Kelowna	3001	City Centre/Pandosy
				3002	Central Kelowna
				3003	Glenmore
				3004	Rutland
				3005	Mission
				3006	Black Mountain /Southeast
				3007	Kelowna North
			Duck Lake 7	3008	Duck Lake
		West Kelowna+	City of West Kelowna	4001	Glenrosa/Westbank
				4002	Rose Valley/Lakeview
			Tsinstikeptum 9	5001	Westbank First Nations (WFN)
			Tsinstikeptum 10		
		Peachland	Peachland	6000	Peachland
		RDCO West	Central Okanagan	7000	RDCO West
		RDCO East	Central Okanagan	8000	RDCO East

3. Study Design

3.1. Overview

The 2024 OTS is a comprehensive study designed to capture the travel patterns and characteristics of residents within the survey area over the course of a typical 24-hour fall weekday.

To collect trip information, the survey utilizes a 24-hour recall method, where respondents are asked to report on their travel activities from 4:00 a.m. on the previous weekday to 4:00 a.m. on the day of the survey. This approach collects detailed information on the trips made by household members aged 5 and above and ensures that the data collected is representative of typical weekday travel patterns and minimizes the potential for recall bias.

What is a Trip?

A trip is a one-way journey from one location to a destination for a single purpose. A trip may include more than one mode of travel, such as walking and transit. For this study, loop trips (i.e., walking the dog or going for a bike ride) were excluded.

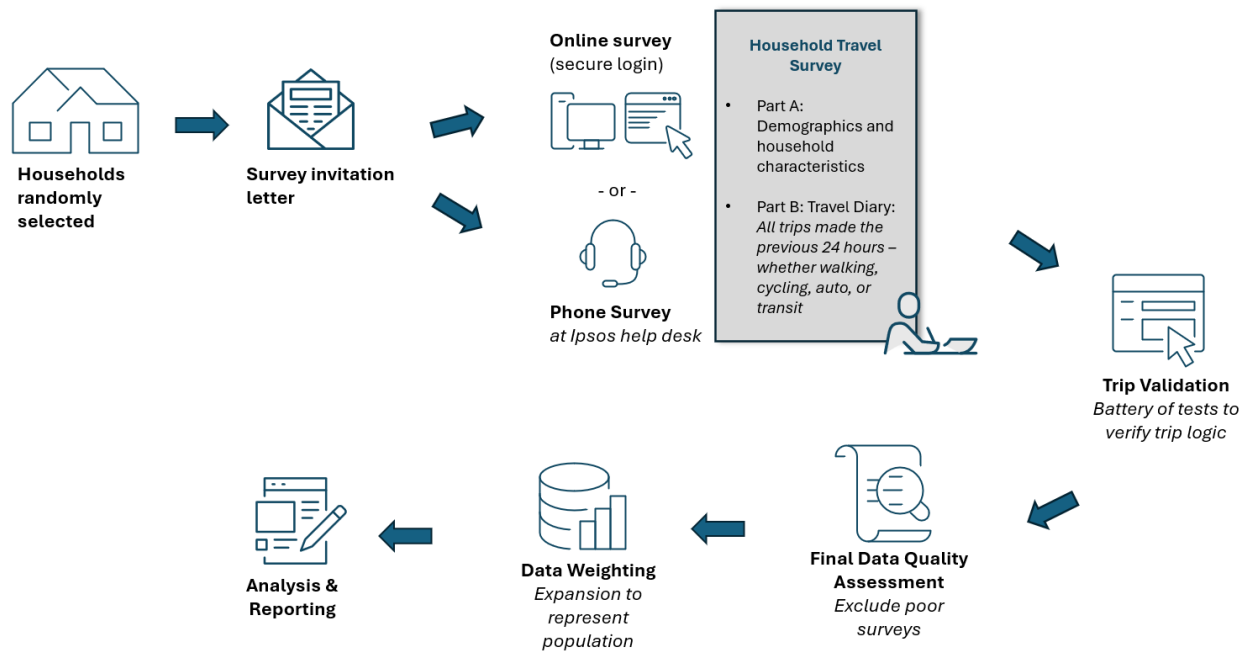
In addition to capturing travel characteristics, the 2024 OTS also collects socioeconomic information about the respondents and their households. These data points serve multiple purposes, including the expansion and validation of survey responses, the development of comprehensive travel behavior profiles, and the examination of the relationships between travel patterns and socio-demographic factors.

The survey was administered through Ipsos' online platform. The online platform, developed by Ipsos, incorporated advanced features such as Google Maps integration which allowed locations to be geocoded automatically by the program in real-time as they were entered.

For respondents who preferred to complete the survey by phone or had questions about the study, a dedicated toll-free helpline was established, staffed by trained Ipsos project personnel.

Figure 5, presented below, provides a visual overview of the general process flow for the household travel survey, following the completion of the initial planning stages. The subsequent sections of this report delve into the details of each stage of the survey process, offering a comprehensive account of the methodology employed in the 2024 OTS.

Exhibit – Figure 5. Survey Process



3.2. Population Sample Frame

The population frame for the 2024 OTS included all private dwellings within the study area with a mailable residential address. As detailed in Section 2 of this report, the study area encompasses the Central Okanagan region, comprising the City of Kelowna, West Kelowna, Lake Country, Peachland, and Westbank First Nation, as well as the City of Vernon. Consistent with the 2018 survey, the sampling frame does not include the small proportion of the population that are unhoused or living in collective dwellings or institutional settings such as university residences.

It is important to note that detailed trip data were collected only for individuals five years of age or older. For household members under the age of 5, the survey gathered limited demographic information, such as age and gender. The rationale for limiting detailed data collection to older individuals also stems from the potential reluctance of some respondents to provide sensitive information about the activities of younger children and to be consistent with previous OTS survey cycles.

3.3. Sampling Plan

The 2024 OTS used an address-based sampling approach using a mail recruitment effort among unlisted households in the study area. All households were randomly selected from Canada Post address databases. To ensure the age distribution of the final sample was comparable to the general population, sampling requests to Canada Post for letters mailed out from October 15 onwards included a skew towards households with a higher propensity of younger age cohorts.

The base target sample size was set at 4% of the region's households and was determined according to an estimate of 2024 households based on 2021 Census occupied dwelling counts.

A proportionate sampling strategy was used to reduce the need for post-data collection weighting. That is, each region was given a target completion rate proportionate to its number of households. For example, if a region accounts for 10% of the total survey sample area, then it was assigned a target completion rate of 10% of the total base target sample. However, a minimum target of 100 surveys was set for lower population areas, including Duck Lake, Central Okanagan East, and Central Okanagan West to minimize the estimated margin of sampling error.

Exhibit – Table 2. Sampling Plan by Sampling District

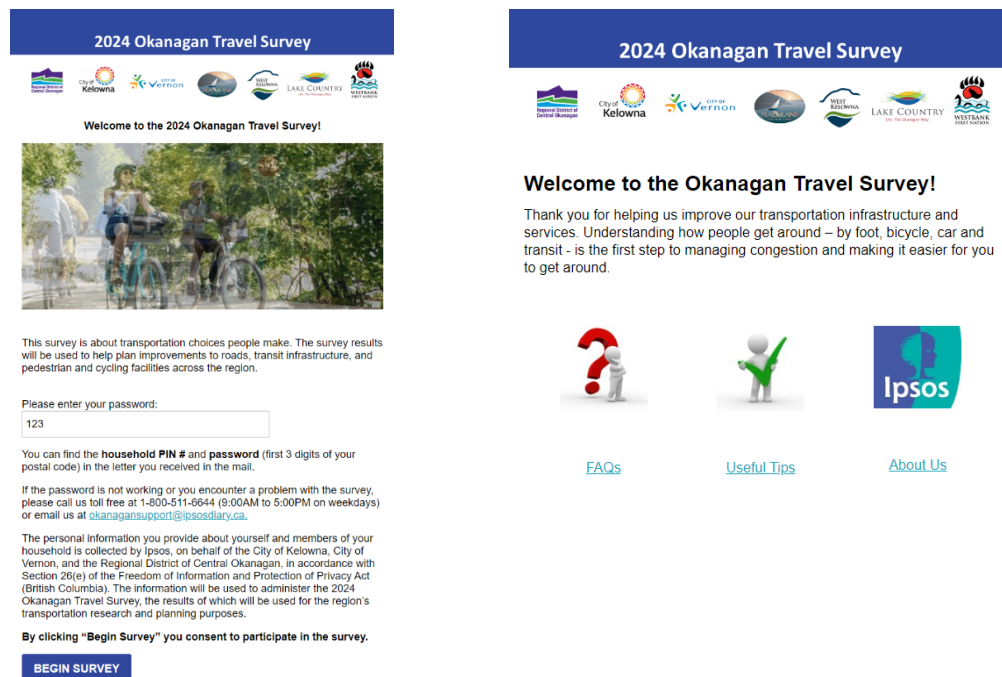
Sampling District			Municipal Sector	Pop. 2016	Pop. 2021	CAGR* (2016–2021)	Households 2021	Est. Households 2024	Target Sampling Rate	Target Surveys	Est. Sample Error
Vernon (City of Vernon + Priest's Valley)				40,734	44,871	2.0%	19,998	21,283	4.00%	851	3.3%
1001	City Core		Vernon	10,651	12,216	2.8%	6,106	6,559	4.0%	262	5.9%
1002	East Hill		Vernon	10,722	11,433	1.3%	4,641	4,769	4.0%	191	6.9%
1003	Landing / Priest's Valley		Vernon	13,841	14,173	0.5%	6,262	6,477	4.0%	259	6.0%
1004	Outlying Areas / Predator Ridge / Foothills		Vernon	5,520	7,049	5.0%	2,989	3,478	4.0%	139	8.1%
Kelowna (City of Kelowna + Duck Lake)				129,044	146,423	2.6%	63,146	68,905	4.00%	2,814	1.8%
3001	City Centre /Pandosy		Kelowna	25,539	29,984	3.3%	15,403	17,108	4.0%	684	3.7%
3002	Central Kelowna		Kelowna	17,718	19,612	2.1%	9,715	10,416	4.0%	417	4.7%
3003	Glenmore		Kelowna	19,714	22,798	3.0%	9,253	10,612	4.0%	424	4.7%
3004	Rutland		Kelowna	27,370	28,814	1.0%	11,458	11,798	4.0%	472	4.4%
3005	Mission		Kelowna	18,135	20,258	2.2%	7,202	7,789	4.0%	312	5.4%
3006	Black Mountain /Southeast		Kelowna	14,091	15,642	2.1%	5,826	6,263	4.0%	251	6.1%
3007	Kelowna North		Kelowna	4,813	7,468	9.2%	3,352	3,844	4.0%	154	7.7%
3008	Duck Lake 7		Kelowna	1,664	1,847	2.1%	937	1,075	9.3%	100	9.3%
2000	Lake Country		Lake Country	12,922	15,817	4.1%	6,204	6,983	4.0%	279	5.7%
City of West Kelowna Subtotal				32,655	36,078	2.0%	13,974	15,007	4.00%	600	3.9%
4001	Glenrosa/Westbank		West Kelowna	18,607	21,066	2.5%	8,388	9,245	4.0%	370	5.0%
4002	Rose Valley/Lakeview		West Kelowna	14,048	15,012	1.3%	5,586	5,762	4.0%	230	6.3%
5001	Westbank First Nation		West Kelowna	9,028	10,900	3.8%	5,338	6,146	4.0%	246	6.1%
6000	Peachland		Peachland	5,428	5,789	1.3%	2,689	2,838	4.0%	114	9.0%
7000	RDCO West		RDCO West	1,981	2,897	7.9%	1,290	1,463	6.9%	100	9.5%
8000	RDCO East		RDCO East	3,824	4,258	2.2%	1,694	1,921	5.2%	100	9.5%
Total:				235,616	267,033	2.5%	114,333	124,546	4.0%	5,103	1.3%

*CAGR stands for Compound Annual Growth Rate.

3.4. Survey Instrument

The 2024 study was conducted via a purpose-built, user-friendly website designed to facilitate seamless participation and provide detailed information about the study. The website was accessible via a URL (<https://www.ipsosdiary.ca/okanagan>), which served as the primary portal for participants to log into their surveys.

Exhibit – Figure 6. Survey Landing Page and Information Screens



The user interface for the online survey platform was designed to be mobile friendly, allowing respondents to fill out the survey using a smartphone. The website featured a range of informative pages, including frequently asked questions (FAQs)(refer to **Appendix 7.6**), useful tips (refer to **Appendix 7.7**), and a detailed privacy statement (**Appendix 7.8**). These pages were developed to address common concerns and provide transparent, easily accessible information about the survey process and the handling of participant data. To further support participants throughout the survey process, a dedicated email address and toll-free project helpline number was included at the bottom of each page of the online survey. This served as a direct link between participants and project support staff, ensuring that any questions, concerns, or technical issues could be promptly addressed by knowledgeable team members.

Information icons were included throughout the survey that could be clicked on for a pop-up with more information. Follow-up questions relating to a trip's purpose, departure and arrival time, mode of transportation, and passenger-related information were accessible through icons which, when clicked

on, opened a pop-up window. Follow-up question icons only became active after a respondent entered a trip destination and confirmed the address.

The online survey provided respondents with sidebar instructions and explanations, examples, and drop-down menus. If a respondent skipped a question or for some questions provided an answer that appeared to be inconsistent or inaccurate, they were prompted to review and correct their answers. For example, for each one-way trip, the arrival time was checked against the departure time to ensure that they were chronological.

The online survey was structured as follows:

- **Landing page / Login screen** – participants were asked to enter their unique household ID and password. The landing page also included a privacy statement, contact information for representatives from the City of Kelowna and City of Vernon, as well as support information, including Ipsos’ toll-free helpline and email address and a link to the FAQ page. A statement of consent was included which indicated that by beginning the survey the respondent was consenting to participate.
- **Personal Information screens** – personal demographic information was collected for each member of the household, including name or nickname, age, gender, and any mobility challenges.
- **Contact Information screens** – participants were asked to provide their email address to be sent reminders or other information relevant to their participation. They were also given the option to provide their cell phone number if they preferred to receive SMS text reminders. A clear statement of consent was included to confirm the respondent was consenting to the collection and use of their personal contact information strictly for the purposes of this study. Respondents were advised that they could unsubscribe at any time.
- **Household Information screens** – respondents provided more information about their household, including but not limited to dwelling type, student or employment status, type of vehicle and fuel type for all household vehicles, number of bicycles and other micromobility devices (e-scooters, segways, hoverboards), and work or school addresses.
- **Trip Data screens** – trip information was collected for all one-way trips made by each household member aged 5 and above on their assigned travel day. For this study, recreational loop trips (i.e., walking the dog or going for a recreational bike ride) were excluded from data collection. Trip information collected included origin and destination locations, trip departure and arrival times, trip purpose or activity at the destination, mode of travel (up to 3 modes), number of vehicle occupants (if auto driver) and reasons for not travelling if no trips were made. After entering all their trip details for the day, respondents were asked to review a summary log of the information they had provided and were given an opportunity to add a comment if any information was incorrect.
- **Final questions** – respondents were asked to provide their household’s annual income range. They were also asked to provide their contact information and preferred contact

method in the event that Ipsos needed to verify any missing or invalid trip data and were then able to select their household incentive.

The online survey was programmed to create an efficient and intuitive process for respondents while ensuring high quality, consistent and accurate data. Specifically:

- Using the Google Map interface, the map auto populated a list of possible locations based on what is typed in the search box. This enabled respondents to enter trip information quickly and accurately, thus minimizing the entry of incorrect information.
- Automatically geocoded locations upon entry of information. Geocoding is the process of assigning the X-Y coordinates for every start and end points of a trip. This was done in real-time by integrating the online platform with Google Map API (Application Programming Interface).

Respondents were provided with several ways to record their location information, specifically:

- By choosing from a customized list of personal locations collected during the household section of the survey such as their home, work, school and preschool or daycare addresses.
- By entering a common landmark.
- By entering two cross streets.
- By entering the exact address.

To ensure the location was recorded as precise as possible, those who entered a cross street or generic location were prompted to drag the pin to the location closest to their actual location.

A copy of the technical version of the online survey can be found in the **Appendix 7.4**, along with exhibits showing some of the embedded logic checks, pull-down menus and prompts included in the online survey platform.

3.4.1 Survey Logic Checks

The online survey included a number of logic checks to ensure consistency between answers to different questions. In cases where an inconsistency was detected, the respondent was prompted to review and modify their answer. In some cases, the respondent could choose to not modify their answer by clicking “continue” a second time. This option to skip some logic checks was included to minimize respondent frustration and increase survey completion rates while still encouraging the provision of accurate and logical answers. If illogical information was entered, it was flagged during data cleaning.

Table 3 outlines the logic checks programmed into the online survey.

Exhibit – Table 3. Summary of Logic Checks and Types

Logic Checks	Type
Respondents were prompted to review their information if the first trip origin was not "home".	Mandatory
Respondents were prompted to review and confirm their information if their last trip destination was not "home".	Mandatory
Respondents who were employed or students but did not make a trip were asked to confirm their information.	Mandatory
Respondents were prompted to confirm they went "nowhere, no other locations until 4am the next morning" before submitting their trip log.	Mandatory
The time of arrival for a trip could not be earlier than the time of departure.	Mandatory
The time of departure for a trip could not be earlier than the time of arrival for the previous trip.	Mandatory
Verification of the duration of a trip when trip lasted more than two hours.	Optional
Household members without a valid driver's license could not state that they drove themselves for any trip.	Mandatory
Respondents were prompted to review their information if they were going to another household member's workplace, and the trip purpose was "to work".	Optional
Respondents were prompted to review their information if they were going to another household member's school, and the trip purpose was "to go to school".	Optional
Household members could not indicate they were both "retired" or "unemployed" and "working full-time", "working part-time" or "self-employed" at the same time.	Mandatory
Respondents were prompted to review their information if they selected "Auto - Driver" and the consecutive trip was using a different vehicle or mode of transportation, unless the initial trip ended at home.	Optional
Respondents were prompted to review their information if an address was not geocodable.	Mandatory
Respondents were prompted to review their information if an address was generic (e.g., Kelowna).	Mandatory
Mode and speed checks prompted respondents to review and correct their information if speeds surpassed the following thresholds: <ul style="list-style-type: none"> • Bike - 40 km/h • E-Bike - 60 km/h • Walk - 15 km/h • Auto - 120 km/h • Transit - 80 km/h 	Mandatory
Mode and distance checks prompted respondents to review and correct their information if it surpassed the following thresholds: <ul style="list-style-type: none"> • Bike - 30 km 	Mandatory

Logic Checks	Type
<ul style="list-style-type: none"> Walk – 5 km 	
<p>Respondents were prompted to review their information if the trip duration lasted longer than:</p> <ul style="list-style-type: none"> Walk > 1.5 hours Bike > 1.5 hours Auto > 3 hours 	Optional
<p>If the origin and destination of a trip are both out of the survey region, respondents were prompted to only enter the next location visited within the survey region.</p>	Mandatory
<p>Respondents were prompted for any key missing information:</p> <ul style="list-style-type: none"> Age of each household member Gender and other demographic information Home address Work/school address Household size Driver's license ownership Employment/school status Number of insured vehicles in household Trip origin/destination Trip purpose Trip start/end time Trip mode(s) 	Mandatory

3.4.2 Travel Day Algorithm

The 2024 OTS utilized a ‘yesterday approach’ methodology for assigning participants to a Travel Day by assigning them to the most recent previous weekday. To ensure that a household was assigned to a recent weekday, they were not assigned a travel day until they completed the household section of the survey.

Weekends, statutory holidays (October 14 – Thanksgiving) and special days (school districts Professional Development days – October 11 and October 25, and Halloween – October 31) were excluded from the travel day algorithm.

The following rules were applied when assigning Travel Days:

Exhibit – Table 4. Travel Day Assignment

If Completed Household Section On...	Travel Day Assigned
Monday	Friday (if Friday was excluded from the algorithm, then Thursday)
Tuesday	Monday
Wednesday	Tuesday
Thursday	Wednesday
Friday	Thursday
Saturday	Randomly assigned to Wednesday or Thursday
Sunday	Randomly assigned to Thursday or Friday

3.4.3 Incentive Structure

New in 2024 was the inclusion of a household incentive to encourage participation given the expectation that response rates would have declined since 2018. Incentives were only provided if all eligible household members completed their assigned travel day. All completed households received an incentive and a ballot entry to the prize draw.

Details of the incentive structure are outlined below:

- A \$5 gift card from Amazon or Starbucks, or the option to donate the gift card value to the Okanagan branch of United Way; and,
- One ballot entry in a draw to win one of the following:
 - One \$1000 Visa gift card;
 - One of 4 \$250 Visa gift cards; or,
 - One of 10 \$100 Visa gift cards.

In total, 3,831 households (representing 74% of completed households) selected a gift card while 1,198 households (23% of completes) chose to donate to charity. The remaining 139 households (3% of completes) did not select an incentive.

3.5. Survey Programming and Testing


Once the OTS survey content was finalized, the survey instrument was programmed into Ipsos' online platform. To ensure all survey questions, logic checks, API connections and operational processes were functioning correctly and effectively, the survey instrument was pre-tested internally first by the Ipsos project team, and then by the City of Kelowna.

Due to condensed project timelines, a pilot study was not conducted. However, the survey testing phase included a review of the extracted data that was collected during internal testing to ensure all critical information was being properly captured by the program.

4. Recruitment and Data Collection

4.1. Recruitment and Reminders

The study utilized an address-based recruitment approach which combined recruitment by mail (with a QR code or navigating to a website URL) supplemented with random cell phone recruitment.

A photograph of a person with long dark hair wearing a red beanie, looking down. The image is partially obscured by a text box on the left side.

According to Statistics Canada, 52% of Canadian households reported using a cellphone exclusively (unlisted households) in 2021, up from 36% in 2017. Cellphone samples generally comprise harder-to-reach demographics such as younger age cohorts, students or renters. As such, cold call cellphone recruitment can greatly assist with achieving a representative sample distribution.

4.1.1 Recruitment Letter

Survey recruitment began with a recruitment letter, which invited the randomly selected households to participate online using a link or QR code. The mail-out approach allowed us to reach a cross-section of households including unlisted households, single-person households, renters, low-income households, seniors, and students. The letter outlined the purpose, importance and requirements of the survey and provided a direct link and QR code to the online survey. The QR code made enrolment more convenient and alleviated the need to type in the survey URL. Each household received a unique household ID and password, allowing them to securely save their responses if they started the survey but wished to return to complete it at a later time.

To lend greater credibility to the study and maximize the rate of opening the letters, the recruitment letters were sent in a plain manila (Kraft) envelope similar to what other official government documents use (See **Appendix 7.2** for an example of the envelope). Contact information for representatives from

the City of Kelowna and City of Vernon was included for those who had questions about transportation research in the region or wished to verify the legitimacy of the survey.

The recruitment letters were mailed on a staggered flight schedule to assist with a reasonable distribution of travel days across the field window. A total of six separate flights were mailed out, with each flight spaced a few days apart over a period of three weeks.

Table 5 outlines the flight schedule for the recruitment letters.

Exhibit – Table 5. Mail-out Flight Schedule Table

Flight	Method	Volume	Date Mailed
Flight 1	Mail-out	9,375	Oct 7
Flight 2	Mail-out	9,375	Oct 9
Flight 3	Mail-out	15,625	Oct 15
Flight 4	Mail-out	15,625	Oct 16
Flight 5	Mail-out	15,625	Oct 21
Flight 6	Mail-out	9,375	Oct 23

4.1.2 Telephone Recruitment

Telephone recruiting using cellphone sample was conducted from Ipsos' computer assisted telephone interviewing (CATI) facility. The telephone recruitment script included a short introduction to provide background information on the purpose of the study and to screen out any households who may not be eligible to participate (e.g., if they reside outside the study area). Households were also screened to ensure that there was at least one member under the age of 55 in order to help recruit younger households. If the household was eligible and interested in participating, the telephone recruiter was able to register them over the phone and a household ID and password was generated in real-time.

The CATI system was seamlessly integrated with the online survey platform. This allowed telephone recruiters to move directly to the same online survey that respondents access so that all data was housed in the same system. Registration confirmation emails could therefore be sent immediately to households who were recruited over the phone.

The telephone recruitment took place from October 15 to November 1st, 2024. Recruitment calls were not made on statutory holidays and weekend calling was restricted from 10:00 am to 6:00 pm PST. Three attempts, on different days and at different times, were made to each household. Recruitment calls were 11 minutes on average. A copy of the telephone recruitment screener questionnaire can be found in **Appendix 7.5**.

In total, 200 households were recruited via cold call recruitment from the cellphone sample, and 44 of these households completed the survey.

For quality control, the following criteria were followed during the telephone recruitment process:

- Prior to the telephone recruiting, all telephone recruiters were provided with a briefing covering a discussion of objectives, a review of the survey questionnaire, and a read-through of the script.
- Recruiters were monitored by the telephone supervisors throughout every shift, and feedback or coaching was provided as needed throughout the field window.
- As the CATI system took recruiters directly to the online survey platform, logic checks and immediate error messages prompted interviewers to seek clarification before moving on in the survey.
- The telephone recruitment completion rate was constantly monitored to ensure participation rates were representative of the sample areas.

4.1.3 Postcard Reminders

In addition to the pre-notification letters, reminder postcards were also mailed to households in districts with lower response rates. This strategy aimed to ensure that all geographic areas within the study region were adequately represented in the final dataset.

Postcards were sent to households who had received a recruitment letter but had not yet registered for the survey. The postcards encouraged participation, provided information about the household incentive and prize draw, and included the recipient's household PIN and password for ease of reference. In total, 25,000 postcards were mailed out on October 29. See **Appendix 7.3** for the postcard design and content.

4.1.4 Email Reminders

Several automated email reminders were sent to households who agreed to participate in the survey and provided their email address to be contacted by Ipsos. These included:

- **Acknowledgement email** – sent to CATI-recruited households only immediately after registration. Households were provided with a household PIN, password, survey link and basic contact information for the study.
- **Household Completion Reminder email** – sent to households who had provided their email address but not yet completed the rest of the household section of the survey after 2 days of inactivity.
- **Trip Section Reminder email** – sent to households who had not yet completed the trip section of the survey 2 days after being assigned a travel day.
- **Second Chance email** – sent to households that had not yet completed the survey 5 days after being assigned a travel date. Households were given the option to keep their original Travel Day if they had tracked their household's travel on that day but had not yet entered the information into the online survey, or to be assigned a new, more recent travel day.
- **Thank you email** – sent to households who completed the survey and selected 'submit' on the last page of survey to thank them for their participation.

See **Appendix 7.9** for the content of each email reminder.

Exhibit – Figure 7. Flow chart Email Reminders – Mail Recruits

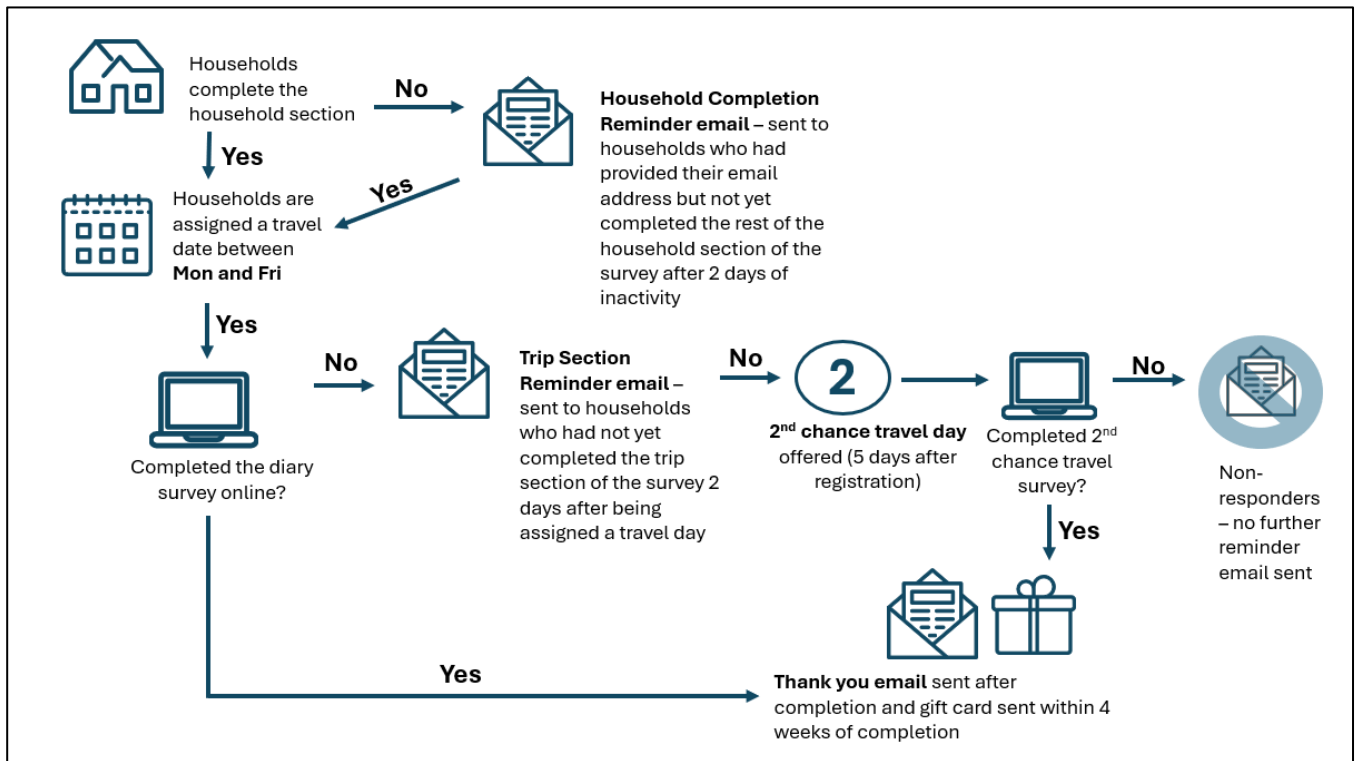
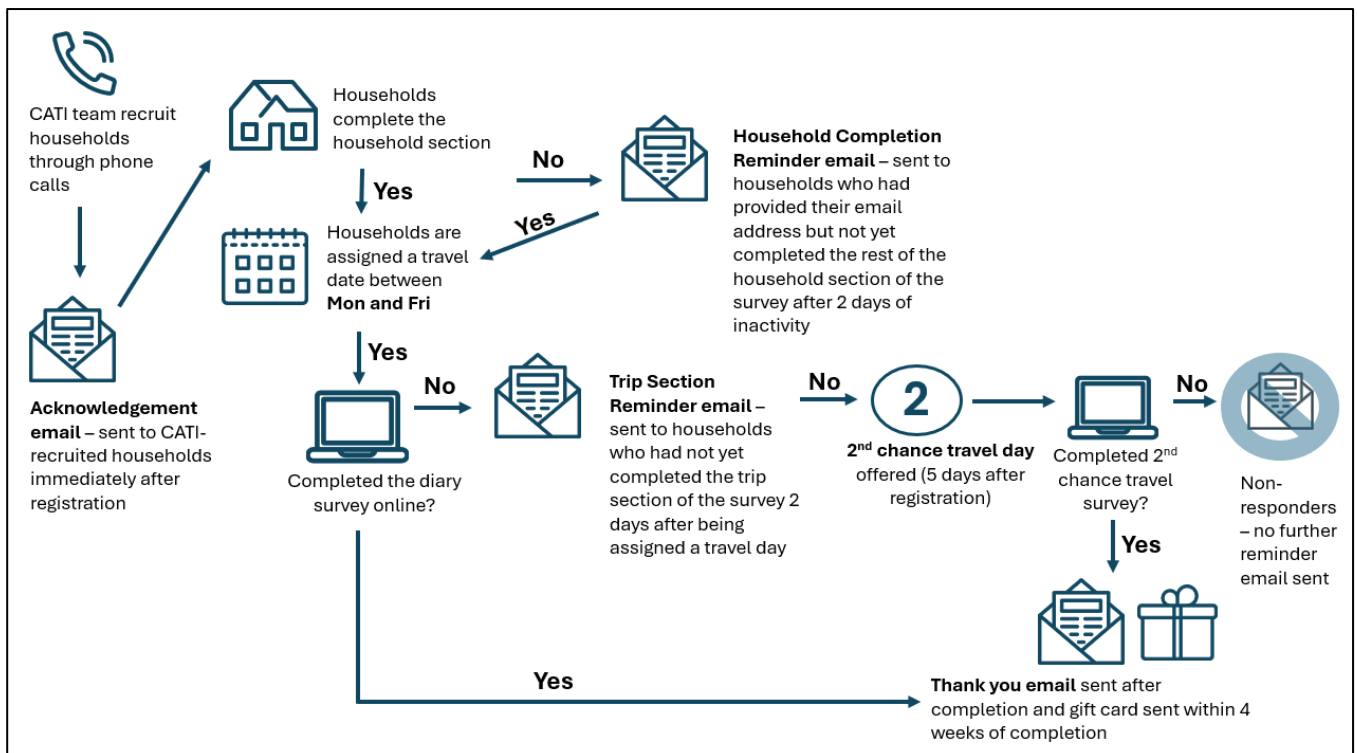


Exhibit – Figure 8. Flow chart Email Reminders – Cellphone Recruits



4.1.5 SMS Reminders

The 2024 survey introduced the option for survey participants to receive SMS text reminders. During the household registration process, survey respondents could choose to provide their cellphone number for SMS reminders. Standard opt-out language was included at the bottom of every SMS text to allow recipients to opt out or ask for help.

The SMS text reminders included the messages below (see **Appendix 7.8** for more detailed information):

Acknowledgement text – sent to CATI-recruited households only immediately after registration. Households were provided with a household PIN, password, survey link and basic contact information for the study.

Reminder text – sent to households who had not yet completed the trip section of the survey 2 days after being assigned a travel day

Thank You text – sent to households who completed the survey and selected ‘submit’ on the last page of survey to thank them for their participation.

4.2. Data Collection

Full survey administration of the 2024 OTS began on October 7, 2024 and was completed by November 8, 2024. While the majority of target completes by district had been achieved by November 1, the decision was made to extend the field window an additional week to allow for any remaining completes among those who may have recently received a reminder.

Telephone recruitment took place from October 15 to November 1, 2024. More details about the telephone recruitment can be found in Section 3.6.2: Telephone Recruitment.

The travel dates included October 8 to November 7, 2024. It is important to note that the time frame of the 2024 OTS was condensed compared with previous years and ended earlier in the season to avoid disrupted travel patterns resulting from snowfall. The 2018 survey took place between October 24 to December 21, 2018, while the 2013 survey ran from September 23 to November 30, 2013. The initial 2008 study was conducted in a different season (April 13 to May 18, 2007).

4.3. Quality Control

This section provides a description of the quality control measures in place at various points in the study.

Telephone Recruitment

Prior to telephone recruitment, the Ipsos CATI project manager gave all recruiters a complete briefing during which the objectives of the research were discussed, the survey was reviewed, and a read-through of the script was conducted. Telephone recruiters were monitored by the Ipsos project manager throughout every shift, and feedback or additional training was provided as needed.

Online Survey Data

Household and trip data from completed households was reviewed daily and those with missing or contradicting information were contacted for clarification. More detailed information on the process for following up with these households is provided in Section 5.1: Overview of the Data Processing and Verification Process. Completed households who were out of the region for the entire Travel Day were contacted and if reached, were asked to re-do their trip section on a date when they would be within the survey area.

Monitoring Response Rates

Ipsos developed a custom dashboard that would allow Ipsos and City of Kelowna to monitor the quality of data collected, as well as response rates across a variety of household and demographic variables. The dashboard was a secure online portal that was updated in real time, allowing the project team to check recruitment and completion rates by variables such as region, age, household size, income or flight at any time, providing important feedback for recruitment decision-making.

4.4. Survey Participation

Achieving a high completion rate was essential to meet overall, district, and age sampling targets and to obtain a representative sample of residents' travel behaviour. Hence, the survey was designed to encourage pre-selected households to participate. The measures taken in this regard included:

- **Sending a recruitment letter to all pre-selected households.** The objective of the letter was to introduce the survey and highlight its purpose and importance for the recipient households and their communities. The letter also listed the incentives offered for completion.
- **Offering incentives.** A combination of a guaranteed incentive (a gift card) and entry in a draw for several larger monetary prizes was offered to all households who successfully completed the survey. The option to donate the gift card value to a charity was also provided to encourage participation among those who may not be interested in a gift card. Detailed information about the incentive structure can be found in Section 3.4.3.
- **Regional sponsors' communications efforts** leading up to and throughout the field window, as well as the web page set up on the RDCO website to encourage participation and verify the survey's legitimacy. Communication efforts included a press release, posters at City Halls, and online advertising including Meta and Google ads.
- **Setting up a dedicated helpdesk and toll-free helpline** to help participants register or complete the survey over the phone and troubleshoot survey issues. The help desk was staffed for standard business hours on weekdays (see Section 4.5: Respondent Inquiries for more information on the helpdesk).
- **Assuring confidentiality and anonymity.** Households were assured that their data was being collected in strict accordance with BC's Freedom of Information and Protection of Privacy Act (FOIPPA) and that their information would only be used for transportation research and planning purposes. They were provided with a unique household ID and

password-protected survey link to ensure that their information was secure.

- **Sending acknowledgement and reminder emails and SMS texts** to households who registered for the online survey and opted in to being contacted by SMS.
- **Directing households who wished to verify the validity of the survey to a dedicated section on the RDCO website**, which posted information about the survey.
- **Setting up an FAQ website** to answer frequently asked questions.

4.5. Respondent Inquires

Respondent inquiries were handled by Ipsos' help desk support staff. Respondents were provided with a toll-free helpline and a helpdesk email address, which were staffed from October 8 to November 30, 2024. The hours of operation were Monday to Friday from 9:00am to 5:00pm PST.

In total, the help desk received 212 inbound emails and approximately 200 inbound phone calls from October 8 through November 30, 2024.

The nature of the calls and emails received can be categorized into six main groups:

1. Respondents requesting to complete the survey over the phone either because they do not have an email address/internet or preference for a telephone interview (25% of inbound queries).
2. Respondents requesting technical assistance (25% of queries).
3. Respondents requesting clarification about the survey questions (15% of queries).
4. Respondents with transit service suggestions (3% of queries).
5. Respondents requesting to be withdrawn from the study (3% of queries).
6. Respondents with questions regarding the status of their gift card (2% of queries).

4.6. Survey Response

The 2024 OTS achieved a total of 5,168 completed surveys. Prior to survey data review and validation, the overall response rate across both mail-out and telephone-recruited sample was 6.5%.

During the data cleaning and validation processes, a small proportion of the 5,168 surveys were found to have critical data issues or missing data. In total, 10 survey completions were considered unusable for data analysis and removed from the final data set, representing a 0.19% survey rejection rate. After removing these surveys, the final survey sample was 5,158 completed households.

Invitations sent to the mail-out portion of the sample yielded a 6.8% response rate after rejection of invalid surveys, while telephone recruitment yielded a 1.1% response rate after rejections.

Detailed breakdowns of the final survey results by district can be found in **Table 3** in the sampling section earlier in this report and **Table 20** in Section 5.9 on sampling errors, respectively.

Exhibit – Table 6. Response Rate by Recruitment Method

Recruitment Method	# of Letters Sent / Households Contacted	# Recruited	# Completed the Survey (Valid Surveys)	Response Rate (%)
Mail-out	75,000	-	5,114	6.8%
Cellphone Sample	3,941	200	44	1.1%
Total	78,941		5,158	6.5%

Exhibit – Table 7. Survey Completions by Sampling District

	Sampling District	Est. Households 2024	Addresses Sampled	Target Surveys	Survey Completed	Response Rate	% of Target	Rejected Surveys	Valid Surveys	Final Sampling Rate
3006	Black Mountain /Southeast	6,263	3,148	251	200	6.4%	79.7%	0	200	3.2%
3002	Central Kelowna	10,416	6,033	417	466	7.7%	111.8%	1	465	4.5%
3001	City Centre/ Pandosy	17,108	9,176	684	684	7.5%	100.0%	2	682	4.0%
3008	Duck Lake 7	1,075	1,309	100	63	4.8%	63.0%	0	63	5.9%
3003	Glenmore	10,612	5,837	424	455	7.8%	107.3%	1	454	4.3%
3007	Kelowna North	3,844	3,921	154	182	4.6%	118.2%	0	182	4.7%
3005	Mission	7,789	4,450	312	353	7.9%	113.1%	1	352	4.5%
3004	Rutland	11,798	7,479	472	443	5.9%	93.9%	1	442	3.7%
2000	Lake Country	6,983	3,953	279	304	7.7%	109.0%	0	304	4.4%
6000	Peachland	2,838	2,404	114	163	6.8%	143.0%	1	162	5.7%
8000	RDCO East	1,921	1,704	100	119	7.0%	119.0%	0	119	6.2%
7000	RDCO West	1,463	1,432	100	87	6.1%	87.0%	0	87	5.9%
1001	City Core	6,559	4,005	262	203	5.1%	77.5%	1	202	3.1%
1002	East Hill	4,769	2,801	191	195	7.0%	102.1%	0	195	4.1%
1003	Landing / Priest's Valley	6,477	3,238	259	214	6.6%	82.6%	0	214	3.3%
1004	Outlying Areas / Predator Ridge / Foothills	3,478	1,607	139	118	7.3%	84.9%	0	118	3.4%
4001	Glenrosa/ Westbank	9,245	5,103	370	414	8.1%	111.9%	0	414	4.5%
4002	Rose Valley/Lakeview	5,762	3,364	230	271	8.1%	117.8%	2	269	4.7%
5001	Westbank First Nation	6,146	4,036	246	234	5.8%	95.1%	0	234	3.8%
	Total	124,546	75,000	5,104	5,168	6.9%	101.3%	10	5,158	4.1%

5. Data Processing

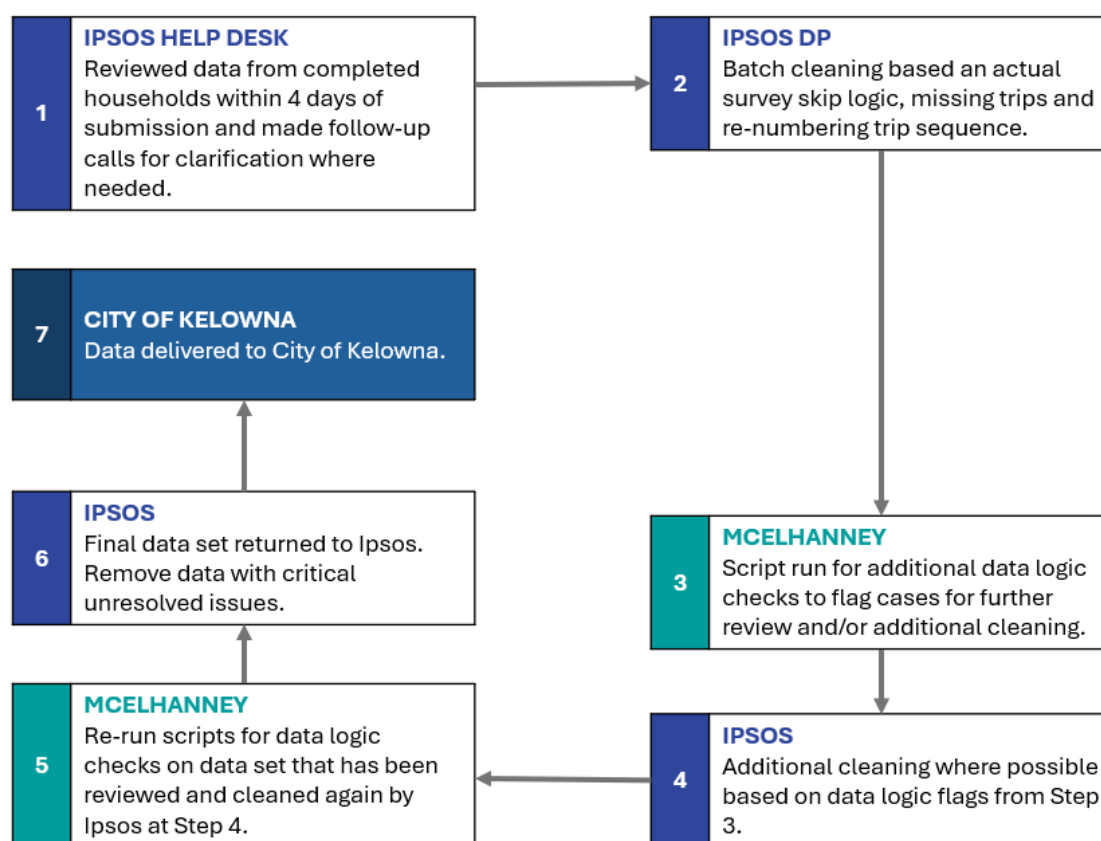
This section details the outcomes of the Data Processing phase of the 2024 OTS.

The Data Processing section of this report details information about data cleaning and geocoding. To provide a sense of the scope of the Data Processing, this section of the report also includes counts of returned and retained surveys.

5.1. Overview of the Data Processing and Validation Process

All data received was examined for inconsistencies or inaccuracies and any such issues were reviewed and, if necessary, corrected. Prior to cleaning, 5,168 surveys had been received. **Figure 9** depicts the general data processing and verification process following the data collection phase of the study.

Exhibit – Figure 9. Data Processing and Verification Process



As completed trip surveys were received, responses were checked daily to ensure information was accurate and complete. Ipsos' initial data cleaning involved data checks and changes that had to be handled on a household-by-household basis (e.g., time adjustments – am vs. pm, verifying trip purpose against location type, verifying trip modes against trip distance). Logic checks were built into the program allowing for easy prioritization of the most critical cases ahead of minor issues.

Step 1: Ipsos Help Desk

Where required, help desk staff flagged cases for callbacks to clarify answers or fill in missing data. Follow-up calls and emails were made within 4 days of the survey completion to ensure the information was still relatively fresh in the respondent's memory. A maximum of three calling attempts were made. If contact was made with a respondent, the correct or missing information was logged, and the survey data was corrected before being incorporated into the batch data cleaning. If a respondent could not be reached, the survey data was submitted for batch cleaning as is.

Step 2: Ipsos Data Processing (DP)

Data for completed households was processed by Ipsos' internal data processing team on a bi-weekly basis for batch cleaning (e.g., cleaning out extraneous responses resulting from a respondent changing their answer, renumbering trips if any had been deleted) before being shared with McElhanney for a deeper data logic review. Personally identifiable information such as names or nicknames and phone numbers or email addresses were also removed at this stage.

Step 3: McElhanney Data Logic Review

The data logic review stage was a key step in the data cleaning process whereby household, person and trip records were reviewed to confirm their validity and reasonableness. The logic review stage helped identify recurrent data issues and the underlying causes. It was also used to identify illogical cases, such as fast speeds, which subsequently aided in developing automated data cleaning scripts.

Step 4: Ipsos Review and Cleaning of Flagged Cases

After McElhanney processed the data and flagged illogical or missing cases, the data was returned to Ipsos for a second round of cleaning. Ipsos reviewed the flags and re-imported or cleaned the data where possible. For example, if a response had been dropped during the data export, or if manual corrections from the initial follow-up with respondents had not been entered correctly.

Step 5: McElhanney Second Data Logic Review

The data was then returned to McElhanney to re-run the data cleaning scripts and append flags to the outstanding cases remaining after the previous rounds of cleaning.

Step 6: Ipsos Final Review

The data was returned to Ipsos with the final set of data logic flags. Ipsos conducted a final review of the remaining flagged cases and removed households with critical illogical or missing information from the final dataset prior to data weighting and expansion.

Summary of Flags and Error-Checking

All data received by McElhanney was examined for inconsistencies or inaccuracies, referred to as "flags" at the trip level, and "checks" at the respondent and household level. The flags and checks were reviewed and sent back to Ipsos for further post-processing and cleaning.

The checks completed at the household and respondent level were used primarily to validate the general reasonableness of high-level demographic and trip-making statistics and verify overall data

consistency within batches. **Table 8** below summarizes the data checks completed at the household and respondent level.

Exhibit – Table 8. Respondent and Household-Level Data Checks

Type of Information	Commentary
Number of households who made zero trips	Statistics helped identify if a high proportion of respondents in the batch did not make any trips.
Number of respondents who made zero trips	
Number of respondents who made zero trips because they worked from home	Statistics useful for insights into post-pandemic travel behaviour.
Specific respondents that identified as “unemployed” but made a work trip	Logic check to flag illogical cases where unemployed people made work-related trips.
Specific respondents who did not have a drivers license and made an auto driver trip	Logic check to flag illogical cases where a person without a driver’s license indicated they drove.
Average Household Size	Statistics used to compare differences between batches and validate with previous household travel survey statistics.
Average Trips per Person	
Average Trips per Household	

Records were flagged at both the waypoint and trip level if they breached logic checks, were missing key information, or exhibited structural data inconsistencies, such as missing a trip in the trip sequence. Waypoints are the endpoints of a trip (the origin and destination). Each waypoint has an associated ‘arrival time’ and ‘departure time’, except for the first waypoint (no arrival time) and the last waypoint (no departure time) in a daily trip sequence. A pair of consecutive waypoints combine to make a trip record, with the first waypoint being the origin of the trip and the second waypoint the destination.

Table 9 summarizes the data cleaning flags that were performed for each batch.

Exhibit – Table 9. Trip-Level Data Cleaning Flags

Type of Information	Flag Description	Action Taken
Trip Sequencing	The trip sequence was flagged as having a missing trip if there was a missing trip in a person's trip record sequence.	Ipsos reviewed the trip sequencing with their DP team to ensure trips were correctly sequenced, and re-sequenced where needed.
Trip Information	Respondents did not provide key trip information. Trips were flagged if they did not specify a mode of travel, a trip purpose, and/or the trip time.	Logs of the outcome of callback attempts were reviewed to check whether contact had been made, and to ensure any corrections had been accurately entered.
Trip Time Conflicts	Trip records were flagged if destination arrival time was earlier than departure time.	Ipsos verified trip information and made corrections where possible.
Trips Outside the Travel Area	Trips were geocoded using the latitude and longitude of the waypoints. The waypoints were checked to see if they were located within the Travel Area informed by a shapefile boundary. Trips were flagged if they were identified as outside the regions.	Trips were reviewed to see if records should be kept or excluded from the final dataset.
Trip Duration	The trip duration was compared against pre-set thresholds by travel mode to identify records with exceptionally long trip times.	Ipsos verified trip information.

5.2. Geocoding

Geocoding is the process of assigning the latitude and longitude to the locations. As collecting accurate and precise origin/destination points is key to the success of the study, it was extremely important to ensure that the geocoding interface used in the survey instrument was accurate and up-to-date.

The online survey platform was integrated with Google Map API and most locations were geocoded automatically by the program in real-time as they were entered. Locations that were within the study area but not a full address, intersection, premise, landmark, park or airport were identified as generic

locations. Follow-up prompts were built in to probe for more specific/precise locations when a general location (e.g., Kelowna) was entered.

Trips that were entirely external (i.e., with both origin and destination outside the Travel Area) were excluded from the final dataset.

5.3. Vehicle Kilometer Travelled (VKT) Estimates from Google Map Distance Matrix API

Similar to 2018, two versions of trip distance were generated: the straight-line distance from the trip origin to trip destination, and the estimated actual distance travelled as estimated by querying the Google Map Distance Matrix API with inputs of the mode of travel, origin, destination, and time of day. The Google algorithms determine the best route and estimate the actual distance travelled between origin and destination points based on the given time of day and day of the week.

It is important to note that the distance travelled is an estimate only and may differ from the actual route, distance and duration taken by the survey respondent on their Travel Day. As in 2018, Google Map querying was only calculated for auto-driver modes of transportation for the 2024 OTS and was conducted in post-processing weeks after the data was collected. As such, the route choice, distance and duration may vary from that of actual traffic conditions on the respondent's Travel Day.

5.4. Final Data Assessment

After post-processing of the data was complete by both McElhanney and Ipsos, Ipsos performed a final review of the dataset. Households with insufficient or poor information were rejected. For example, a household was rejected if critical trip information was illogical. Where possible, poor trip records were reviewed in closer detail to see if data could be inferred from another household member's travel.

In the end, a small number of survey completions (0.19%) were removed from the final data set for having critical unresolved data issues. All 10 cases related to poor trip chains or illogical trip information.

It should be noted that it is possible for some reporting errors to have gone unnoticed in the data checks. It is not unusual for such large and complex datasets to have some 'noise' in the data, while not generally noticeable in the analysis of the overall aggregated results, may show up in analysis when small subsamples of the data are analyzed. Considerable effort has gone into minimizing and mitigating the likelihood of such errors, but they are still possible.

5.5. Data Weighting and Expansion

Data weighting and expansion involves adjusting survey results to better represent the actual survey population. Weighting corrects for potential survey sample biases by ensuring that demographic groups are correctly represented according to their proportions in the population. Expansion involves scaling the sample data to match the total population size, allowing survey results to be used as estimates of

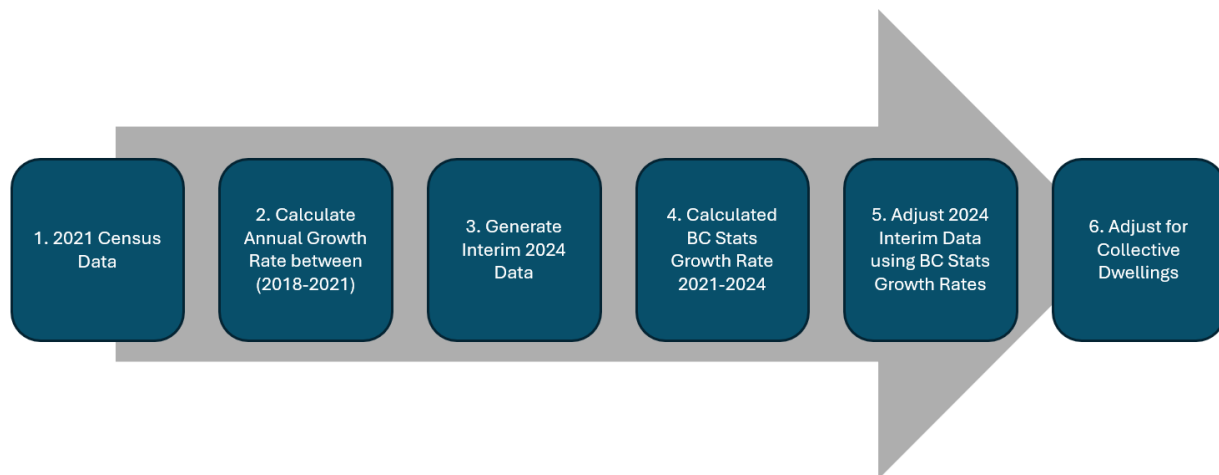
actual behaviours or characteristics. Data weighting and expansion ensure that the final data set and analysis are both statistically valid and reflective of the actual population in the region.

The 2024 OTS weighting controls and expansion targets were developed using a hybrid approach that utilized 2016 and 2021 Census data as well as demographics projections from BC Stats¹. Given that the survey was administered in 2024, BC Stats provides a reliable source to extrapolate control total growth rates for various demographics attributes between 2021 and 2024. The demographics attributes selected for data weighting and expansion were selected based on their significant influence on trip-making behaviour and for completeness of the information in the survey data. The weighting controls included, for each weighting district:

- **total households** (private dwellings occupied by usual residents),
- household counts by **dwelling type** (house, apartment, other ground oriented),
- household counts by **household size** (1-person, 2-person, 3-person, 4-person, 5+ person), and
- population counts by **age and gender** (11 age ranges, 3 gender categories).

Figure 10 below provides the high-level framework used to develop 2024 weighting and expansion targets. These steps are briefly described below

Exhibit – Figure 10. Process for Developing Weighting and Expansion Targets



For each demographics attribute (e.g. household size 1) in each weighting district:

- **Step 1 – Obtain 2021 Census Data:** Note that Census data does not account for the Census Undercount. This approach is consistent with previous OTS surveys which did not consider the Census Undercount adjustments that correct for under-representation of demographics in Census. The Undercount estimate for the 2021 Census was about 3%.
- **Step 2 – Calculate Annual Growth Rate (2016 – 2021):** Annual growth rates were calculated from 2016 to 2021. Note that efforts were made to ensure geographies used from the 2016 and

¹ Population Projections – Province of British Columbia

2021 Census were consistent. In some small weighting districts, age and/or gender categories may have been collapsed further due to small sample sizes or cells with no sample.

- **Step 3 – Generate Interim 2024 Data:** 2024 data was generated by extrapolating from the 2021 Census using the growth rates calculated in Step 2.
- **Step 4 – Calculate BC Stats Growth Rates (2021 – 2024):** McElhanney then summarized growth rates between 2021 and 2024 from BC Stats. Note that BC Stats only generates projections at the municipal level. For this survey, the six relevant municipalities are Kelowna, Lake Country, Peachland, West Kelowna, Central Okanagan (Unincorporated Areas) and Vernon. BC Stats does disaggregated projections for population by age and gender. Household projections are for total households (i.e., not disaggregated by structure type or size).
- **Step 5 – Adjust 2024 Interim Data:** McElhanney then aggregated 2024 Interim Data generated in Step 3 and 2021 Census data to match the same resolution of the BC Stats data (i.e. by the six municipalities). With that, McElhanney then calculated the implied 2021-2024 growth rates from Census. This information along with the growth rates generated in Step 4 (BC Stats) was used to calculate adjustments factors that adjusted the data generated in Step 3 to match the growth rates from BC Stats.
- **Step 6 – Adjustments for Collective Dwellings:** 'Collective dwelling' refers to a dwelling of a commercial, institutional, or communal nature in which a person or group of persons reside or could reside. Examples include lodging or rooming houses, hotels, motels, tourist establishments, nursing homes, residences for senior citizens, hospitals, staff residences, military bases, work camps, correctional facilities and group homes. Estimates of populations living in collective dwellings by age and gender were obtained from the 2021 Census based on Census Metropolitan Area geographies (CMA)². The population counts by age and gender generated in Step 5 were rescaled to represent populations living in private residential dwellings to match the survey sample frame which does not account for collective dwellings.

The following provides a simple example that explains the hybrid approach for developing 2024 data weighting/expansion targets as described above using the Vernon districts and the male age 25 – 29 demographic group to demonstrate the calculations.

First, 2016 and 2021 data are obtained from Census for each of the weighting districts. Next, annual growth factors are calculated using the two census years to extrapolate to interim population estimates. Note that in this example, Landing / Priest's Valley grows at a faster rate than other areas. Next, the total 2024 interim population for Vernon is calculated (628). This implies a growth factor of 1.04 as shown in **Table 10**. However, BC Stats projections estimate that Vernon's population for males aged 25-29 will grow from 605 in 2021 to 640 in 2024, implying a growth factor of 1.06. An adjustment factor of 1.02 ($1.06/1.04$) is calculated and multiplied by the 2024 interim projections for each weighting

² Dwelling type, age and gender: Canada, provinces and territories, census metropolitan areas and census agglomerations with parts

district. Using this hybrid approach, the expansion targets would match BC Stats growth projections while preserving the differential growth rates from different areas.

Exhibit – Table 10. Data Weighting and Expansion Example

Weighting District	Municipality	Males Age 25 - 29		Annual Growth 2016 to 2021	2024 Interim	2024 Adjusted to BC Stats
		2016	2021			
City Core	Vernon	100	110	1.9%	116	119
East Hill	Vernon	150	155	0.7%	158	161
Landing / Priest's Valley	Vernon	130	150	2.9%	163	167
Outlying Areas / Predator Ridge / Foothills	Vernon	190	190	0.0%	190	194
Total	Vernon	570	605	1.2%	628	640

Implied 2021-2024 Growth Factor	1.04
BC Stats 2024 Projection	640
Actual Growth	1.06
Adjustment Factor	1.02

Limits were set on extreme weights, although they were allowed to range from 0.2 to 4.8 at the household level and 0.2 to 8.0 at the individual level. The weights received final calibrations to ensure that the total number of households in each district matched the control totals. 0.1% of households and 0.2% of individuals had a weight factor above 4.0%.

It may be noted that travel on Wednesday and Thursdays is somewhat over-represented, while travel on Mondays, Tuesdays, and Fridays is somewhat under-represented.

5.6. Validation of the Expanded Data

The expanded survey responses for household, person, and trip characteristics were compared to Census and other benchmark data (such as transit boardings) in order to validate the data expansion, with positive overall results. The following observations about the representativeness of the weighted data can be made:

As expected, the weighted data aligned well with the dwelling type aggregations, household size, age and gender distributions from the Census (projected to year 2024), as might be expected as these were the weighting controls.

Weighted counts of total workers living in the study area and counts of workers who have a fixed place of work outside the home also aligned reasonably well with 2021 Census counts and projected 2024 Census estimates (based on population growth estimates from BC Stats) as shown in the table below.

Exhibit – Table 11. Total Workers in the Study Area – 2024 Survey vs. Actual

Workers (2024 Expanded Survey Results)	Workers (2021 Census)	Workers (2024 Census Projected)
137,197	129,145	143,085

Note that the survey distribution of the weighted data by occupational group (10 National Occupational Classification major groups) varied from the Census. This likely has to do with the discrepancies with the way survey respondents classify their occupations versus official categorization used in Census. For example, management occupations, which was one of the categories used in the survey, can be included in different industries.

The 2024 survey under-represents enrollments at the three main post-secondary institutions as summarized below. Total survey enrollment at UBC Okanagan is approximately 9,400 compared to about 12,000 as per UBC Okanagan official enrollment figures³. Total survey enrollment at Okanagan College (Vernon + Kelowna campuses) is approximately 4,000 compared to about 8,000. This is expected since the survey does not capture students who reside on Campus, especially in the case of UBC Okanagan. Further, some students reside in areas outside the survey area, specially in the case of Okanagan College (Vernon Campus).

Exhibit – Table 12. Post-Secondary Enrolment – 2024 Survey vs. Actual

PSE Institution	Enrolment	
	2024 Expanded Survey Results	Actual
UBC Okanagan	9,366	11,913
Okanagan College – Vernon and Kelowna Campus	3,695	7,988

Generally, household income distributions aligned well with 2021 Census data for 2020 pre-tax household incomes as shown in the table below. The survey slightly underestimates households in the lower income brackets (<\$80,000) and overestimates households in the higher income brackets (>\$80,000). This comparison should be interpreted with caution, however, as incomes for working people will have increased from 2021 to 2024, especially given high inflation during that period. Note that 15% of survey respondents refused to provide a response to this question.

³ Facts and Figures – UBC's Okanagan Campus

Exhibit – Table 13. Household Income – 2024 Survey vs. 2021 Census

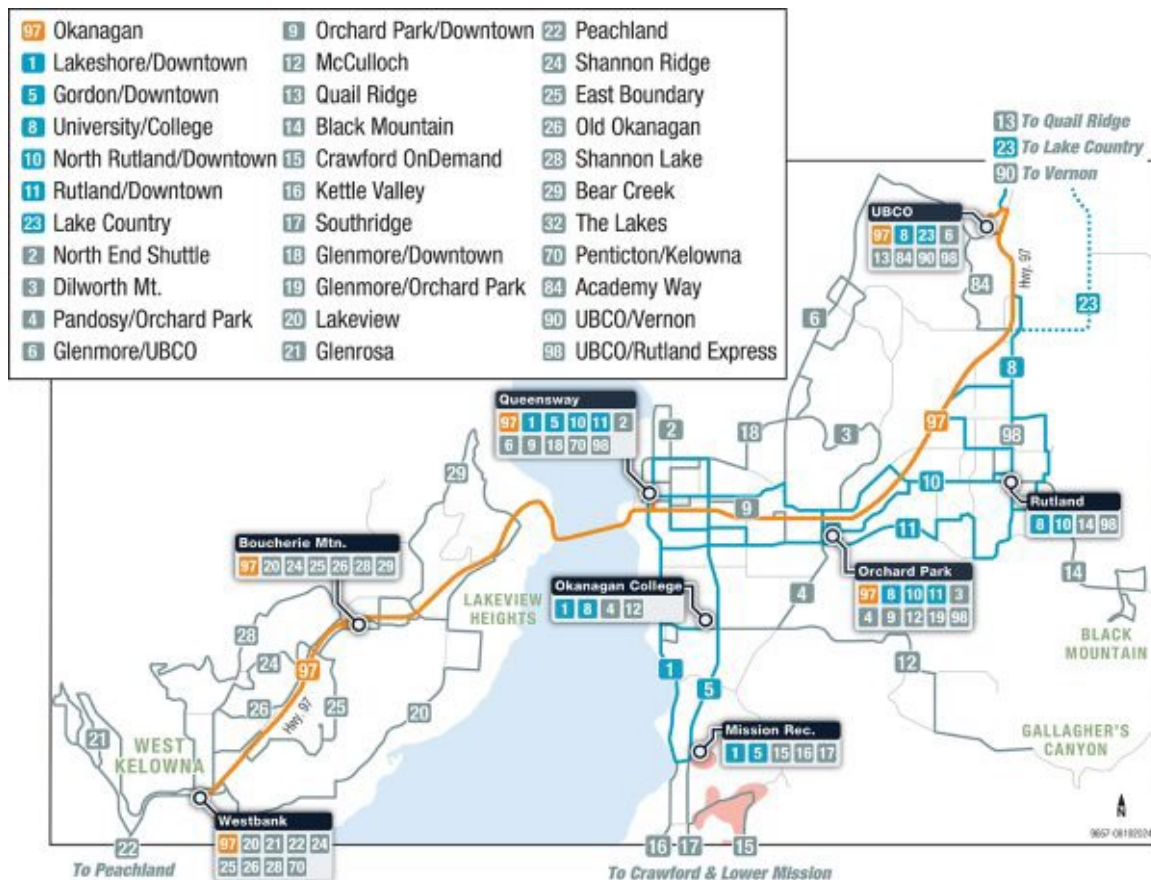
Income Bracket	2024 Expanded Survey Results	2021 Census
\$0 to less than \$30,000	10%	11%
\$30,000 to less than \$50,000	14%	15%
\$50,000 to less than \$80,000	20%	22%
\$80,000 to less than \$125,000	26%	24%
\$125,000 or more	30%	28%

Census data on workers' journeys to work were also compared to the 2024 survey results. While the Census data is not strictly comparable to the survey data, it does provide a useful and highly reliable benchmark (25% sample of households) to confirm that the survey's general mode trends are representative of actual commuting mode choice distribution. Comparing the mode shares (percentage distributions), the Census data and weighted survey results align well. The survey results show a higher share of bicycle use compared to Census. This can be partly attributed to the increase in bike ownership over the last five years.

Exhibit – Table 14. Journey to Work – 2024 Survey vs. 2021 Census

Mode	2024 Expanded Survey Results	2021 Census (Journey to Work)
Auto driver	81%	82%
Auto passenger	4%	6%
Transit	4%	3%
Bicycle	5%	2%
Walked	5%	5%
Other	0%	2%

Transit ridership data for Fall 2024 was obtained for BC Transit routes in the study area as shown in the map below.



As shown in the table on the following page, implied trip boardings from the survey match well with BC Transit ridership data.

Exhibit – Table 15. Trip Boardings – 2024 Survey vs. BC Transit Ridership

2024 Survey Expanded Transit Trips	2024 Survey Boardings ⁴	2024 BC Transit Average Weekday Boardings
23,200	~28,000	~27,500

Average fall weekday traffic volumes (excluding trucks) on the William R Bennet Bridge were obtained from BC Ministry of Transportation and Transit's (MoTT) permanent loop counter (see below) and compared to survey estimates of vehicle traffic. Overall, the 2024 survey under-estimates vehicle traffic volumes. This is somewhat expected given that the survey only represents travel of residents within the study area whereas the traffic counter captures a much broader travel market, including through trips to/from outside the boundaries of the study area.

⁴ The 2024 survey did not explicitly ask the number of routes taken to calculate boardings. Instead estimates of boardings per trip provided by BC Transit for the 2018 survey was used. The estimated boardings per trip is approximately 1.2.

Exhibit – Table 16. Traffic Volume – 2024 Survey vs. MoTT Loop Counter

2024 Expanded Survey Results (Auto Driver Trips)	Fall 2023 Average Weekday Count (excluding Trucks)
38,000	52,000



Overall, the weighted survey data aligns well with the reference data examined, which should provide confidence in the survey results and their reliability for use on transportation planning projects and policy initiatives. Notwithstanding the efforts to ensure that the survey data are representative of the population as a whole, it should be noted that it may not be possible to correct for all sources of non-response bias.

Exhibit – Table 17. Validation of Weighted Survey Data

Category	Census or Other Reference Data	%	Sample Size	%	After weighting for household /demographic characteristics	%	Diff.	%-pt Diff
Households	127,177		5,158		127,177		0	
Population in Private Dwellings	287,183		12,064		286,227		-956	
Population Age 5+ Years in Private Dwellings	274,730		11,482		274,082		-648	
Household Vehicles	n/a		10,036		222,205			
Dwelling Type								
Single-detached house	62,158	49.0%	2,952	57.2%	61,973	48.7%	-185	-0.3%

Category	Census or Other Reference Data	%	Sample Size	%	After weighting for household /demographic characteristics	%	Diff.	%-pt Diff
Apartment or condominium	44,107	34.8%	1,060	20.6%	32,668	25.7%	-11,439	-9.1%
Other Ground-Oriented Subtotal	20,653	16.3%	1,137	22.0%	32,536	25.6%	11,883	9.3%
Row house or town house	8,958	7.1%	553	10.7%	15,382	12.1%	6,424	5.0%
Semi-detached house	6,732	5.3%	294	5.7%	8,578	6.7%	1,846	1.4%
Separate unit in house	188	0.1%	106	2.1%	3,486	2.7%	3,298	2.6%
Mobile home	4,775	3.8%	134	2.6%	3,275	2.6%	-1,500	-1.2%
Household Size								
1 person	37,309	29.4%	1,086	21.1%	37,392	29.4%	83	0.0%
2 persons	50,597	39.8%	2,446	47.4%	50,626	39.8%	29	0.0%
3 persons	16,737	13.2%	766	14.9%	16,723	13.1%	-14	-0.1%
4 persons	14,341	11.3%	609	11.8%	14,309	11.3%	-32	0.0%
5+ persons	8,145	6.4%	251	4.9%	8,127	6.4%	-18	0.0%
Household Income								
\$0 to less than \$30,000	13,211	11.6%	352	6.8%	10,378	9.6%	-2,833	-2.0%
\$30,000 to less than \$50,000	18,523	16.2%	529	10.3%	14,667	13.5%	-3,856	-2.7%
\$50,000 to less than \$80,000	27,284	23.9%	861	16.7%	22,093	20.4%	-5,191	-3.5%
\$80,000 to less than \$125,000	29,923	26.2%	1,200	23.3%	28,553	26.3%	-1,370	0.1%
\$125,000 or more	25,278	22.1%	1,463	28.4%	32,783	30.2%	7,505	8.1%
Decline / don't know	n/a	n/a	747	14.5%	18,504	9.6%	n/a	n/a
Persons with drivers licence	n/a		9,608	79.6%	221,696	77.5%	n/a	
Total workers living in area	143,085	49.2%	5,909	49.0%	137,197	47.9%	5,888	-1.9%
Full time workers	n/a	n/a	4,762	39.5%	110,090	38.5%	n/a	n/a
Part time workers	n/a	n/a	1,147	9.5%	27,107	9.5%	n/a	n/a
Place of work								
Work from home	24,105	18.7%	1,322	22.5%	29,861	21.8%	5,756	3.1%
Usual place of work	83,445	64.8%	3,733	63.4%	87,324	63.6%	3,879	-1.2%
No fixed workplace address	21,150	16.4%	832	14.1%	19,447	14.2%	-1,703	-2.2%
Students								
FT student K-12	n/a	n/a	1,321	10.9%	36,781	12.9%	n/a	n/a
PT student K-12	n/a	n/a	11	0.1%	95	0.0%	n/a	n/a
FT student PSE / other	n/a	n/a	483	4.0%	14,127	4.9%	n/a	n/a
PT student PSE / other	n/a	n/a	106	0.9%	2,950	1.0%	n/a	n/a
Public PSE Enrolments								
UBC Okanagan (UBCO)	11,913	n/a	337	n/a	9,366	n/a	n/a	n/a
Okanagan College – Vernon and Kelowna campus	7,988	n/a	116	n/a	3,695	n/a	n/a	n/a
Gender								
Male	139,670	48.8%	5,723	47.4%	136,050	47.5%	-3,620	-1.3%
Female	146,557	51.2%	6,032	50.0%	142,510	49.8%	-4,047	-1.4%
Age Range								
0 - 4 years	11,851	4.1%	582	4.8%	12,145	4.3%	-294	0.1%
5 - 14 years	28,406	9.9%	1,011	8.4%	28,707	10.1%	-301	0.1%
15 - 19 years	14,373	5.0%	546	4.5%	14,688	5.1%	-315	0.1%
20 - 24 years	17,051	6.0%	532	4.4%	17,354	6.1%	-303	0.1%
25 - 34 years	39,847	13.9%	1,763	14.6%	40,287	14.1%	-440	0.1%
35 - 44 years	38,306	13.4%	1,725	14.3%	38,427	13.5%	-121	0.1%
45 - 54 years	31,383	11.0%	1,362	11.3%	31,022	10.9%	361	-0.1%
55 - 64 years	41,358	14.5%	1,747	14.5%	40,534	14.2%	824	-0.3%
65 - 74 years	37,060	12.9%	1,939	16.1%	36,597	12.8%	463	-0.1%
75+ years	26,591	9.3%	857	7.1%	25,759	9.0%	832	-0.3%
Mode of Transportation to Work								
Auto Driver	84,680	82.2%	3,063	80.8%	49,033	81.2%		-1.0%

Category	Census or Other Reference Data	%	Sample Size	%	After weighting for household /demographic characteristics	%	Diff.	%-pt Diff
Auto Passenger	6,025	5.8%	157	4.1%	2,549	4.2%		-1.6%
Transit	2,695	2.6%	129	3.4%	2,650	4.4%		1.7%
Bicycle	5,650	5.5%	1	4.5%	3,120	5.2%		-0.3%
Walked	1,585	1.5%	252	6.6%	2,864	4.7%		3.2%
Other	2,365	2.3%	171	0.5%	160	0.3%		-2.0%
Total Persons (Census) / Total First Work Trips (Survey)	103,000		3,791		60,376			
Transit Boardings								
Total Transit Trips	~22,500		843		23,332		-832	

5.7. Final Survey Dataset

The final database is in Microsoft CSV format and includes the expanded data for the 2024 OTS survey. The dataset consists of three data files containing the following records:

Exhibit – Table 18. Final dataset summary

Table	# of Valid Records	Weighted #
Household	5,158	127,177
Persons	12,064	286,227
Trips (for persons 5+ years)	41,302	608,298

5.8. Weighted Distribution of Surveys by Travel Day

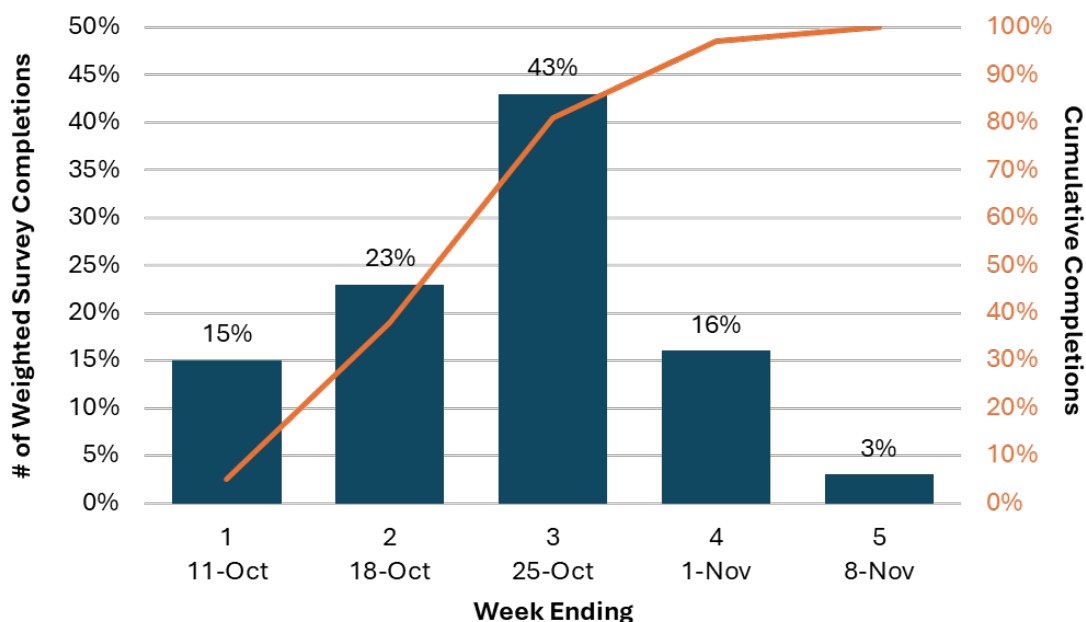
The distribution of weighted completed surveys by day of the week is included below. Wednesday and Thursdays are slightly over-represented compared to other weekdays.

Exhibit – Table 19. Survey Completions by Day of Week

Day	% of Surveys	Weighted %
Monday	11.1%	10.9%
Tuesday	16.6%	16.5%
Wednesday	19.7%	19.5%
Thursday	36.2%	36.5%
Friday	16.5%	16.4%

Trip information was captured for Travel Days from October 8 through November 7, 2024. **Figure 11** below illustrates the distribution of weighted surveys across the data collection window. Approximately 98% of all weighted surveys were completed by November 1, 2024.

Exhibit – Figure 11. Survey Completions by Week of Survey Administration



5.9. Estimates of Sampling Error

Sample error refers to the variation of survey results due to the randomly selected sample of survey participants. For any survey there is always a sample error – meaning that the final results may not exactly mirror the real world. For any given sample size, a margin of error indicates a range within which the real answer is likely to be. For example, on a result of 34%, there might be an error range of $\pm 5\%$ points. That is, the real true answer could be between 29% and 39%. The sample error depends on the size of the sample and the level of confidence expected. Survey results typically refer to “95% confidence” which means that if we did the exact same study 20 times, then in 19 times the same measure should be inside the error range. Larger sample sizes give smaller error ranges.

For the 2024 OTS, the margin of error for the household-level survey results across the entire survey area is estimated at 1.3% at a 95% confidence level. For person and trip-level survey results, the margin of error is estimated to be 0.9%. The sampling error increases as it is disaggregated into smaller population areas – from the survey area to municipalities and districts – and smaller demographic groups. While the sample frame is designed to mitigate sampling error, varying response rates by region and populations can impact the margin of error. Results should be interpreted with caution among areas and populations with smaller samples and higher sampling errors.

Exhibit – Table 20. Survey Completions and Sampling Errors – for household level statistics

Geography of Residence	District	2024 Occupied Dwelling Units	Household Surveys Completed	Sampling Rate	Theoretical Margin of Error
Total Study Area		127,178	5,158	4.1%	±1.3%
Total Central Okanagan		105,566	4,429	4.2%	±1.4%
Kelowna Subtotal		70,965	2,840	4.0%	±1.8%
City Centre/ Pandosy	3001	17,620	682	3.9%	±3.7%
Central Kelowna	3002	10,727	465	4.3%	±4.4%
Glenmore	3003	10,929	454	4.2%	±4.5%
Rutland	3004	12,151	442	3.6%	±4.6%
Mission	3005	8,022	352	4.4%	±5.1%
Black Mountain/ Southeast	3006	6,450	200	3.1%	±6.8%
Kelowna North	3007	3,959	182	4.6%	±7.1%
Duck Lake 7*	3008	1,107	63	5.7%	±12.0%
Other Central Okanagan Subtotal		34,601	1,589	4.6%	±2.4%
Lake Country	2000	6,907	304	4.4%	±5.5%
West Kelowna Subtotal		15,211	683	4.5%	±3.7%
Glenrosa/ Westbank	4001	9,371	414	4.4%	±4.7%
Rose Valley/ Lakeview	4002	5,840	269	4.6%	±5.8%
Westbank First Nation	5001	6,230	234	3.8%	±6.3%
Peachland	6000	2,878	162	5.6%	±7.5%
RDCO West*	7000	1,459	87	6.1%	±10.2%
RDCO East*	8000	1,916	119	6.2%	±8.7%
Total Vernon		21,612	729	3.4%	±3.6%
City Core	1001	6,660	202	3.0%	±6.8%
East Hill	1002	4,843	195	4.0%	±6.9%
Landing/ Priest's Valley	1003	6,577	214	3.3%	±6.6%
Outlying Areas / Predator Ridge / Foothills	1004	3,532	118	3.3%	±8.9%

Note: The theoretical margin of error is based on the estimated number of occupied dwellings (households) in 2024 using the hybrid approach described in Section 5.5 Data Weighting and Expansion. This number of households may differ slightly from the initial estimate used for the purpose of sampling.

*Districts with smaller sample sizes and/or higher sampling errors. Results should be interpreted with caution.

Exhibit – Table 21. Survey Samples, Sampling Errors – For Person Level Statistics & Trips Made by those persons

Sampling Error for Trips Made by Residents of District						
Geography of Residence	District	2024 Estimated Population (N)	Persons Surveyed (n)	Sampling Rate	Theoretical Margin of Error	Trip Records for Persons Living in District
Study Area		286,227	12,064	4.2%	±0.9%	41,302
Central Okanagan Total		240,015	10,365	4.3%	±0.9%	35,589
Kelowna Subtotal		158,624	6,541	4.1%	±1.2%	22,790
City Centre / Pandosy	3001	32,901	1,290	3.9%	±2.7%	4,505
Central Kelowna	3002	20,605	971	4.7%	±3.1%	3,584
Glenmore	3003	25,914	1,151	4.4%	±2.8%	4,068
Rutland	3004	29,847	1,105	3.7%	±2.9%	3,692
Mission	3005	22,143	957	4.3%	±3.1%	3,454
Black Mountain / Southeast	3006	16,797	511	3.0%	±4.3%	1,731
Kelowna North *	3007	8,571	430	5.0%	±4.6%	1,350

Duck Lake 7 *	3008	2,118	126	5.9%	±8.5%	406
Other Central Okanagan Subtotal		81,391	3,824	4.7%	±1.5%	12,799
Lake Country	2000	17,182	756	4.4%	±3.5%	2,449
<i>West Kelowna Subtotal</i>		38,281	1,746	4.5%	±2.3%	5,947
Glenrosa / Westbank	4001	22,977	1,055	4.6%	±2.9%	3,571
Rose Valley / Lakeview	4002	15,657	691	4.4%	±3.6%	2,376
WFN	5001	12,124	492	4.1%	±4.3%	1,736
Peachland *	6000	6,082	348	5.7%	±5.1%	1,154
RDCO West *	7000	3,200	203	6.3%	±6.7%	596
RDCO East *	8000	4,717	279	5.9%	±5.7%	917
Vernon Total		46,212	1,699	3.7%	±2.3%	5,713
City Core	1001	12,208	427	3.5%	±4.7%	1,497
East Hill	1002	11,742	469	4.0%	±4.4%	1,673
Landing / Priest's Valley	1003	14,276	514	3.6%	±4.2%	1,630
Outlying Areas / Predator Ridge / Foothills	1004	8,121	289	3.6%	±5.7%	913

Note: The theoretical margin of error is based on the estimated number of occupied dwellings (households) in 2024 using the hybrid approach described in Section 5.5 Data Weighting and Expansion.

5.10. Data Reliability

The 2024 OTS was conducted with a sample of 4.2% of households in the study area. As with any survey, the data collected can be subject to sources of error or bias that can affect the reliability of the survey results. Potential sources of error and bias are as follows:

- **Undercoverage:** Coverage error occurs when certain groups within the population are not represented in the survey sample. The 2024 sample frame used Canada Post's database which provides comprehensive coverage of residential addresses in the region. Nonetheless, dwellings such as informal basement or secondary suites, as well as those currently unhoused or living in non-conventional dwelling types would not be in this sample source.
- **Non-response Bias:** Non-response bias arises when individuals who participate in the survey differ significantly from non-respondents in relevant ways. For example, if older participants are more likely to respond than younger age cohorts, the survey results may overestimate the number of daily trips being taken. Efforts have been made to mitigate this through targeted sampling and recruitment efforts during fieldwork to ensure a representative distribution of age groups, and data weighting and expansion by dwelling type, age, gender and household size.
- **Measurement Error:** Measurement error is a result of inaccuracies in the data collection process, such as respondent misunderstanding or ambiguous question wording. To address this potential error, the survey utilized wording and programming that has been tested and used during previous household travel surveys. Additionally, built-in logic checks flagged illogical answers and prompted respondents to correct them in real time. The data was also manually checked by the Ipsos help desk and follow-up calls were made as needed to correct missing or illogical data where possible.
- **Processing Error:** These errors occur during data handling and processing, such as data entry, editing and imputation during trip verification outreach and data cleaning. To minimize the

potential for any such errors, the Ipsos help desk staff were trained on quality management processes, and data was checked at multiple stages by different teams involved in the project. See Section 5.1 for more information about the data cleaning process.

- **Sampling Error:** Sampling error is the difference between what the survey results show and what the true value would be if the entire population were surveyed. This is an unavoidable source of error resulting from interviewing a random sample of a population rather than the entire population. Best efforts were made to achieve a large enough sample size in each district by oversampling lower population areas in order to minimize the margin of error.
- **Error Due to Extreme Weights:** Smaller sample sizes not only lead to larger margins of error, but can also lead to extreme weights being used in smaller population areas. This can occur when certain responses are overly weighted to compensate for their underrepresentation in the sample. When analyzing results in lower population districts, extreme weights can disproportionately affect the results, leading to misleading conclusions. Limits were set on maximum weight factors for the 2024 OTS and categories were collapsed in lower population demographic groups where needed. Notes are included where results should be interpreted with caution.

6. Comparisons with Previous Survey Cycles

An aspect of transportation research of great interest is to track trends over time, to understand changing transportation demand and to measure the impact of transportation initiatives and policies. Therefore the 2007, 2013 and 2018 travel survey data are invaluable for tracking how the key indicators such as mode share and trip rates change over time. This section outlines work undertaken to facilitate comparisons and highlights differences between the survey cycles.

6.1. Treatment of the 2018 and 2024 Survey Data for Longitudinal Comparisons

No adjustments have been made to previous datasets for the purpose of longitudinal analysis. The sample population in 2024 was generally consistent with 2018, as were the requirements for participation. This includes residing within the survey area, being at least 16 years of age, and only collecting travel information for those ages 5 and above. Historical numbers are reported exactly as those reported at the time of the 2018 survey. Outlined below is the number of survey records associated with each of the survey datasets analyzed in Report 3: 2024 Okanagan Travel Survey – Analysis of Survey Results and Trends.

Exhibit – Table 22. Survey Records: 2007, 2013, 2018 and 2024 surveys

Table	2007 Original	2007 Filtered to Current Study Area	2013 Original	2013 Revised	2018	2024
Households	3,583	2,956	3,057	3,005	4,886	5,158
Persons	9,070	7,877	6,972	6,881	10,801	12,064
Trips	30,082	24,875	22,441	22,227	30,299	41,302

6.2. Differences Between 2018 and 2024 Survey Cycles

The 2024 study was designed to maintain continuity with the previous survey where possible while still leveraging improvements to online and sampling capabilities since 2018, as well as efficiencies from previous household travel survey experience. While consistency in data collection methods was an important consideration to maintain comparability of the data to previous household travel surveys conducted in the region, some modifications were made to the survey design in 2024, including:

- **Utilizing the Canada Post database for the entire sample frame:** The 2018 OTS utilized the City of Kelowna’s database for City of Kelowna residents and Canada Post’s database for other communities. In 2024, the decision was made to rely solely on Canada Post’s database which has comprehensive coverage of all available private households in the region, and allowed for the targeting of younger households to ensure a representative distribution by age in the final sample.
- **Incentivized participation:** In 2024 the decision was made to offer a household incentive in addition to the prize draw in order to encourage survey participation.
- **Survey date range:** The 2024 OTS started collecting data earlier in the fall season compared with 2018. The decision was made to complete fieldwork earlier in the season compared with 2013 and 2018 to avoid any impact on travel behaviour as a result of snow accumulation or severe winter weather in the region. The fieldwork window was also condensed and completed earlier to avoid any impact on travel behaviour as a result of snow accumulation in the region. The 2024 data collection window was condensed to 5 weeks compared with approximately 8 weeks in 2018 and 9 weeks in 2013. The initial 2007 study took place in the spring.
- **District boundaries:** Minor changes were also made to the borders between districts for sampling, weighting and reporting purposes, though the same 19 districts were used in both 2018 and 2024.
- **Questionnaire Changes:** While the order or exact questions in the 2024 survey may differ from 2018, the same information was captured as in 2018 with the exception of a few key differences outlined below:
 - Collecting data on the number of micromobility devices with e-assist (e-scooters, segways, hoverboards) in the household;
 - The answer list for employment status was expanded to include a ‘parent or caregiver’;

- The answer list for a household's vehicle fuel type was expanded to include 'hydrogen';
- The mode of transportation for each trip was limited to 3, down from 5 in 2018. However, if respondents used more than 3 modes of transportation, they were prompted to record the additional mode(s) in the other specify text box provided;
- Additional modes of transportation were added to the trip section to reflect increased usage of alternate modes of transportation such as car sharing, e-bikes, and micromobility devices such as e-scooters, e-skateboards, segways, e-unicycles or mono wheels;
- The capture of specific bus routes was removed in order to ease respondent burden when filling out their detailed trip information;
- Information about the number of other passengers in the car was removed if the mode of transportation was 'auto – passenger'. Passenger information was still collected for 'auto – driver'; and,
- Open-ended questions were removed. This included questions about whether there was anything unusual about a trip, if there were any difficulties in reporting their trip information, and what the most important transportation issue or challenge is in their community. However, respondents were asked to review a summary of their trip information before submitting their responses and had the opportunity to provide a comment if any corrections were required.
- **Logic Checks and Geocoding:** Additional logic checks were implemented throughout the survey to minimize the amount of data cleaning required in post-processing, and all trip locations and destinations were geocoded in real time. If a respondent provided a generic location, they were prompted to enter an address or select the nearest cross-street.
- **Date Weighting:** While the general process and weighting controls were consistent between the 2018 and 2024 OTS survey cycles, there were some notable differences. In 2024, the calculated annual growth rates using 2016 and 2021 Census were adjusted using BC Stats growth rates. Additionally, the decision was made not to include lower priority secondary weighting adjustments including the incidence of travel in rejected vs. accepted surveys, the distribution of households by Statistics Canada DAs and total public post-secondary enrolment.

Exhibit – Table 23. Survey Time Periods and Temperature Norms, 2007–2024⁵

Survey	Range of Travel Dates Surveyed	Average Daily Min-Max (Avg. Daily Temperature)	Monthly Precipitation
2007	April 13 to May 18, 2007	April: 1.3°C to 15.5°C, avg. 8.4°C May: 5.4°C to 20.0°C, avg. 12.8°C (most surveys)	April: 29 mm May: 40 mm
2013	Sept. 23 to Nov. 30, 2013 90% of surveys by 4 Nov	Sept: 8.4°C to 22.3°C, avg. 15.4°C Oct: 0.6°C to 11.6°C, avg. 6.1°C (most surveys) Nov: -2.5°C to 4.2°C, avg. 0.9°C	Sept: 70 mm Oct: 29 mm
2018	Oct. 24 to Dec. 21, 2018 90% of surveys by 6 Dec	Oct: 0.3°C to 12.7°C, avg. 6.5°C Nov: -0.8°C to 6.6°C, avg. 2.9°C (most surveys) Dec: -3.1°C to 3.4°C, avg. 0.2°C	Oct: 29 mm Nov: 26 mm
2024	Oct. 7 to Nov 8, 2024 98% of surveys by Nov 1	Oct: 2.5°C to 15.0°C, avg. 8.8°C (most surveys) Nov: -0.4°C to 6.5°C, avg. 3.1°C	Oct: 22mm Nov: 19mm

6.3. Interpreting Longitudinal Comparisons

The consistency in the season of fieldwork and adjustments made in 2018 to previous data sets to provide a similar basis for comparison allows for useful comparison between survey cycles. That said, as noted in Section 6.2, some methodological differences and weather patterns may have impacted travel patterns captured at the time of each cycle. Additionally, while significant efforts have been taken to ensure data reliability, there may nonetheless be biases in any of the survey cycles of comparison as a result of sampling error, non-response bias or methodology. As such, longitudinal comparisons of survey measures should be interpreted with some degree of caution.


In addition to issues related to data reliability, there has been a significant disruption to travel patterns and behaviours as a result of the COVID-19 pandemic. Although BC's public health emergency for COVID-19 ended in July 2024, there are enduring changes on working arrangements and relatedly, consumer behaviours. With the increased prevalence of hybrid or remote working, there are likely fewer people commuting to an office or work site on a daily basis, resulting in fewer subsequent add on trips (i.e., stopping for groceries or running errands on the way home from work). Other household travel surveys conducted in Canada since the pandemic suggest taking fewer daily trips is becoming more common. Detailed analysis of longitudinal trends in trip rates can be found in Report 3.

⁵ 2007 temperature norms and precipitation is estimated using Environment Canada Canadian Climate Normals 1991–2010. 2013 onwards is estimated using Environment Canada Daily Data Report for Kelowna
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7. Appendix

7.1. Recruitment Letter

2024 Okanagan Travel Survey



Current Resident
[ADDRESS]
[CITY], BRITISH COLUMBIA
CANADA [POSTAL CODE]

Here's Your Chance to Help Shape the Region's Transportation Future!

Your household has been randomly selected to participate in the 2024 Okanagan Travel Survey. The survey, conducted approximately every five years, provides critical information for making decisions on improvements to transportation infrastructure and services.

Your participation will be a vital contribution to improving transportation for your city and the region. Participation is simple!

Complete the Survey and Receive a \$5 Gift Card + Cash Prize Entry

1

Complete Online
www.ipsosdiary.ca/okanagan

2

Enter Your Household PIN
XYZ123

3

Enter Your Password
A2B

OR
SCAN TO
COMPLETE



Your Participation Matters!

Your household will receive a **\$5 Starbucks or Amazon gift card**, and a chance to win amazing cash prizes! You also have the option of donating the gift card value to United Way.

*** A CHANCE TO WIN ONE OF 15 PRIZES INCLUDING** **\$1,000 cash grand prize!** +runner-up prizes of up to \$250



For questions or information about the survey, contact Ipsos at:
okanagansupport@ipsosdiary.ca




Toll-free: 1-800-511-6644
Weekdays: 9am-5pm


For questions about transportation research in the Okanagan:

Suzanne Therrien, City of Kelowna,
stherrien@kelowna.ca, 250-469-8591

Anne Huisken, City of Vernon,
AHuisken@vernon.ca, 250-550-7831







FAQ: <https://ipsosdiary.ca/okanagan/FAQ>



More information:
<https://www.rdc0.com/transportation>



Data is collected in strict accordance with BC's Freedom of Information and Protection of Privacy Act.

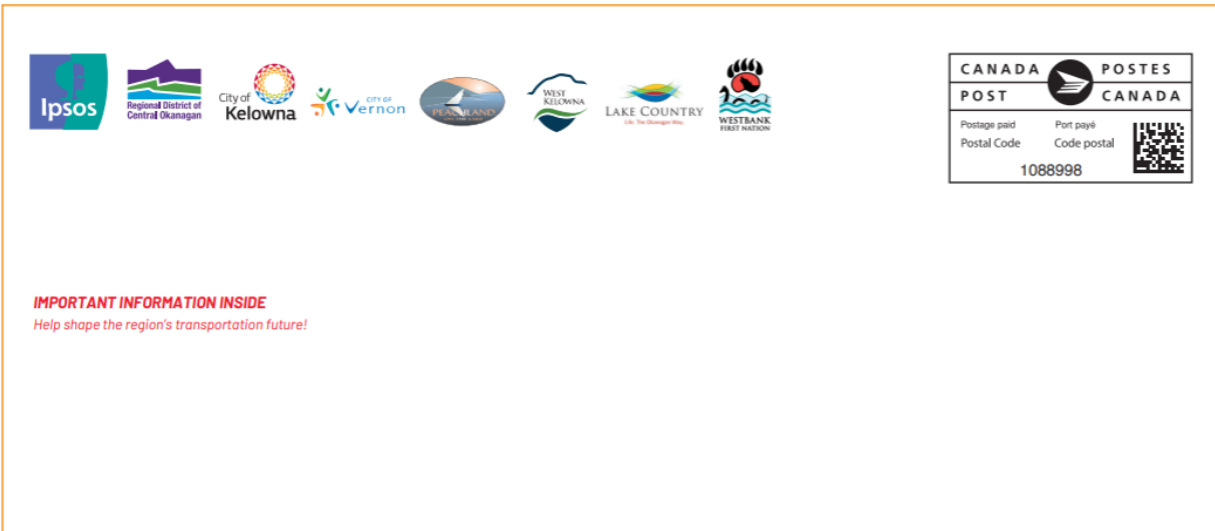


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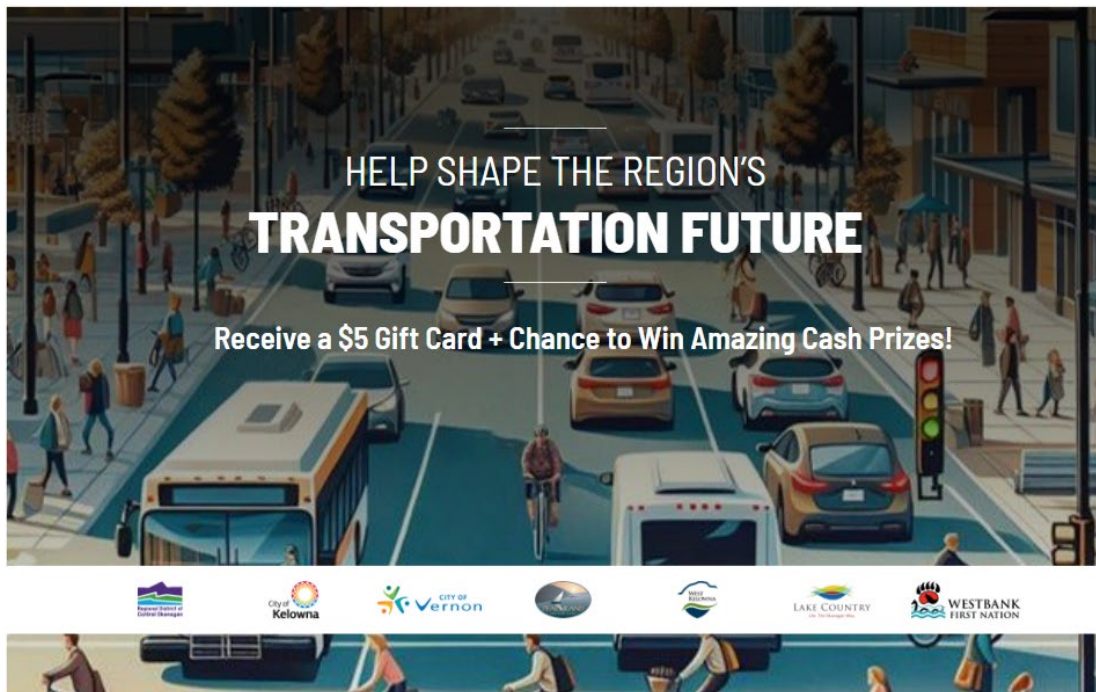


7.2. Envelope Design



7.3. Postcard Reminder

[Front]



[Back]

2024 OKANAGAN TRAVEL SURVEY

We Still Want To Hear From You!

Your participation will inform decisions that help improve transportation in the Okanagan region. Participation is simple!

To complete the survey, go to: www.ipsosdiary.ca/okanagan

Your household PIN is XYZ123 | Your password is XXX

Get a **\$5 Starbucks or Amazon gift card**, and a chance to win **amazing cash prizes!** You also have the option of donating the gift card value to United Way.

Thank You!

Questions? Call us toll free at 1-800-511-6644 or email us at okanagansupport@ipsosdiary.ca



SCAN HERE



7.4. Online Survey Questionnaire - Technical

City of Kelowna / RDCO/ Vernon
2024 Okanagan Travel Survey (OTS)
Online Survey

SAMPLE GROUP:

CODE	GROUP
Group 1	Mailout sample [ONLINE]
Group 2	Cellphone sample sourced through CATI team [PHONE]

SAMPLE FLIGHT:

CODE	WAVE	Date Mailed
F1	Week 1 - Flight 1	
F2	Week 1 - Flight 2	
F3	Week 2 - Flight 3	
F4	Week 2 - Flight 4	
F5	Week 3 - Flight 5	
F6	Week 3 - Flight 6	
F7	Week 4 - Flight 7	
F8	Week 4 - Flight 8	

INCENTIVE GROUPCODE:

GROUPCODE	INCENTIVE
A	\$5 gift card

DATES EXCLUDED FROM TRAVEL DAY ASSIGNMENT:

DATE	REASON
Monday Oct 14	Thanksgiving
Thurs Oct 31	Halloween
Monday Nov 11	Remembrance Day
Friday Oct 11	Professional Day
Friday Oct 25	Professional Day
Friday Nov 8	Vernon Pro-D Day [ONLY VERNON REGIONS EXCLUDED]

Landing Page [DO NOT SHOW HEADER]

Welcome to the 2024 Okanagan Travel Survey!

This survey is about transportation choices people make. The survey results will be used to help plan improvements to roads, transit infrastructure, and pedestrian and cycling facilities across the region.

Please enter your household PIN #: [TEXT BOX]
[HOUSEHOLD PIN WILL BE AUTOPOPULATED IF RESPONDENT USES QR CODE]

Please enter your password: [TEXT BOX]

You can find the household **PIN #** and **password** (first 3 digits of your postal code) in the letter you received in the mail.

If the password is not working or you encounter a problem with the survey, please call us toll free at 1-800-511-6644 (9:00AM to 5:00PM on weekdays) or email us at okanagansupport@ipsosdiary.ca.

The personal information you provide about yourself and members of your household is collected by Ipsos, on behalf of the City of Kelowna, City of Vernon, and the Regional District of Central Okanagan, in accordance with Section 26(e) of the Freedom of Information and Protection of Privacy Act (British Columbia). The information will be used to administer the 2024 Okanagan Travel Survey, the results of which will be used for the region's transportation research and planning purposes.

By clicking "Begin Survey" you consent to participate in the survey.

BEGIN SURVEY

SECTION 1: REGISTRATION [DO NOT SHOW HEADER]

[SHOW FOR THOSE WHO HAVE NOT YET REGISTERED, OTHERWISE, GO TO THE STUDY NAVIGATION PAGE.]
[ALL QUESTIONS IN THIS SECTION ARE MANDATORY]

Please note that your answers to the survey are saved each time you click on the Back or Next Buttons.

A1. The survey should be completed by a person in your household 16 years of age or older who is familiar with your household's weekday travel. Are you that person?

1. Yes
2. No

[NEXT PAGE]
[IF NO, SHOW FOLLOWING ERROR MESSAGE:

If you are 16 years of age or older, click the Back button to change your answer.
If you are under the age of 16, please have an older person in your household fill out the survey.]

[NEXT PAGE]

This survey is confidential and uses secure internet protocols. Your responses will only be analyzed after all personal identifying information has been removed. Survey responses will be aggregated for analysis and used for transportation and regional planning purposes only.

This first section contains questions about your household.

The home address we have on file for you is listed below. Please verify your address (physical location not mailing address). This information is required to identify the location of your trips.

Address _____ **[INSERT FROM SAMPLE]**
City _____ **[INSERT FROM SAMPLE]**
Province _____ **[INSERT FROM SAMPLE]**
Postal code _____ **[INSERT FROM SAMPLE]**

[PN: SHOW ON MAP FOR VERIFICATION]

[PN: THANK AND TERMINATE IF OUTSIDE OF STUDY AREA]

[PN: IF ADDRESS, CITY, PROVINCE AND POSTAL CODE INFORMATION IS NOT PROVIDED, DO NOT ALLOW TO PROCEED AND SHOW ERROR MESSAGE: Unfortunately, the survey cannot proceed without an answer to this question. Your participation is very important, and all personal information you provide will be kept strictly confidential. Click here to view our Privacy Statement. **]**

If you would reconsider answering this question, please provide the information above and then select "Next".

[SHOW D1 and D1b ON ONE SCREEN]

[MANDATORY]

D1. How many people, including yourself, currently live in your household?

Include roommates, housemates, live-in housekeepers and lodgers if they share communal facilities. Exclude anyone living in a separate apartment within the building.

Do not include visitors, even if they are staying for an extended period of time.

[PROG CHECK, 1 TO 15]

[ASK D1b IF MORE THAN ONE IN D1. ELSE SKIP TO D2. MANDATORY.]

D1b. And how many of those people are less than 5 years old? _____

[IF SELECTS NEXT WITHOUT ENTERING RESPONSE FOR D1 AND D1b SHOW FOLLOWING ERROR MESSAGE: Unfortunately, the survey cannot proceed without an answer to both these questions. Your participation is very important and all personal information you provide will be kept strictly confidential. Click here to view our [Privacy Statement](#). **]**

If you would reconsider answering these questions, please provide the information above and then select "Next".

[NOTE: SEPARATE FOLLOW-UP QUESTION IF AGE IS NOT PROVIDED.]

The next section is about your household demographics. You will be asked some information about yourself before moving on to recording your trips in the next section of the survey.

D2a. Please complete the following information for each household member.

If the number of people in the household is not correct, use the Back button to go back and revise.

[INSERT GRID WITH COLUMN FOR NUMBER OF PEOPLE, NAME/NICKNAME, AND AGE]
[LOGIC CHECK: SOMEONE IN HOUSEHOLD MUST BE AGE 16 OR ABOVE TO PROCEED, ELSE SHOW ERROR MESSAGE]
[0-110]

	Name/ Nickname / Initial	Age
Person 1(You)		
Person 2		
Person 3		
Person 4		
Person 5		
Person 6		
Person 7		
Person 8		

[ASK D2B IF BLANK FOR ANY HH MEMBER'S AGE. ELSE, SKIP TO D2a1.]
[MANDATORY QUESTION – WE WILL NEED TO OBTAIN EITHER THE EXACT AGE OR AGE RANGE FOR ALL HH MEMBERS]

D2b. Please indicate which age category applies for each of the following household members:

[INFO ICON, SHOW TEXT WHEN HOVER OVER ICON:

Why are you collecting age information?

Travel behaviour is usually influenced by demographic factors such as age. Having this information helps us understand the transportation needs for the different age brackets. Please be assured that all personal information will be collected and stored in accordance with our obligations to the Freedom of Information and Protection of Privacy ACT (FOIPPA).]

[INSERT HH MEMBERS WITH MISSING AGE AT D2a]
[INSERT NAME/NICK NAME]

[DROPDOWN]

0 to 4

5 to 9

10 to 15

16 to 17

18 to 24

25 to 34

35 to 44
45 to 54
55 to 64
65 to 74
75 and above
Decline / don't know

[ASK IF SELECTED DECLINE/DON'T KNOW AT D2b]

D2c. Unfortunately, the survey cannot proceed without an answer to this question. Demographic information such as age is crucial to transportation research. Your participation is very important, and all personal information you provide will be kept strictly confidential. Click here to view our Privacy Statement.

Rather than terminating the survey, would you reconsider answering this question?

If you are uncomfortable providing an exact age, please select from the ranges below to continue the survey.

**[INSERT HH MEMBERS WITH MISSING AGE AT D2b]
[INSERT NAME/NICK NAME]**

1. 0 – 4 years (infant or toddler, trips will not be captured)
2. 5 – 15 years (child or youth not eligible for driver's licence)
3. 16+ years (eligible for driver's licence)

[SHOW ALL QUESTIONS FROM D2a1 – D2a5.2 ON ONE SCREEN FOR PERSON 1 FIRST, THEN REPEAT FOR REMAINING HOUSEHOLD MEMBERS.]

FOR GROUP 1 SHOW: Information for: **[INSERT PERSON NAME/NICKNAME FROM D2a, AND AGE]**

[MANDATORY – ASK FOR ALL HOUSEHOLD MEMBERS]

D2a1.1 Gender Identity

1. Female
2. Male
3. Non-binary
4. Prefer not to answer

[MANDATORY – ASK FOR ALL HOUSEHOLD MEMBERS]

D2a5.1 Physical Disability or Condition That Limits Mobility

1. Yes
2. No (no mobility challenges)
3. Don't know whether or not there is any mobility challenge

[ASK IF D2a5.1 = yes]

D2a5.2. Main Type of Mobility Assistance Used

1. Wheelchair

2. Scooter
3. Walker
4. Cane
5. Crutches
6. Mobility challenge, but none of the above devices used

[NEW PAGE]

D7. Please provide us with your email address.

By providing your contact information below, you consent to be contacted by Ipsos for updates and reminders related to your participation. Please note you will only be contacted for purposes related to this survey; you have the option to unsubscribe at any time.

Person	Email Address:
You (main survey contact) – [INSERT NAME]	Email address: <input type="text" value="testemail@example.com"/> Confirm email: <input type="text" value="testemail@example.com"/> Phone number: [OPTIONAL] <input type="text"/>

[IF NO E-MAIL ADDRESS ENTERED AND THEY REFUSE TO PROVIDE THEM, THANK AND TERMINATE: “Unfortunately, you need to provide us with your email address to be qualified for the survey. Thank you for your time!”]

[IF EMAIL IS INCORRECT – Please enter your full email address. Example: testmail@example.com]

D9. Would you like to receive text message (SMS) reminders about your participation?

1. Yes
2. No

[IF YES IS SELECTED, INSERT TEXT BOX TO ENTER PHONE NUMBER IN]

[ERROR MESSAGE TEXT: Please enter a 10-digit cellphone number.]

SECOND CHANCE TRAVEL DAY ASSIGNMENT

[ONLY FOR RESPONDENTS WHO MISSED ORIGINAL DATE AND WERE ASSIGNED A NEW DATE]:

QA. Before we begin, did you or other members of your household make any trips on the original date that was assigned to you, which was [INSERT ORIGINAL DATE], or did you and your entire household not make any trips on that date?

1. We made trips and I can complete the survey **[USE ORIGINAL TRAVEL DAY AND GO TO PART B: TRIP DIARY]**
4. We made trips but I do not remember those trips anymore **[USE NEW TRAVEL DAY AND GO TO PART B: TRIP DIARY]**
2. Entire household did not make any trips **[USE ORIGINAL TRAVEL DAY AND GO TO QB.]**
3. Can’t recall **[USE NEW TRAVEL DAY AND GO TO PART B: TRIP DIARY]**

QB. Why did you and other members of your household not make any trips on that original date of
[INSERT ORIGINAL TRIP DATE]?

- 1. Sick/ill
- 2. Out-of-town/travelling
- 3. Worked from home
- 4. Not comfortable reporting travel habits in a survey
- 5. No need to leave home
- 6. Simply forgot to fill in that part of the survey [USE ORIGINAL TRAVEL DAY AND GO TO PART B: TRIP DIARY]
- 7. Survey too difficult/complicated [INSERT PROMPT: “Oh no. We are sorry to hear that. If you are having difficulties filling out the survey, we can help! Please call us toll free at 1-800-511-6644 or e-mail us a to okanagansupport@ipsosdiary.ca.”]
- 8. School holiday/professional day
- 9. Other reason (specify): _____

PART A: HOUSEHOLD SECTION [DO NOT SHOW HEADER]

[SHOW H1-H3 ON SAME SCREEN]
[MANDATORY]

- H1.** Is your current home a...
- 1. Detached house
 - 2. Apartment or condo
 - 3. Row house or townhouse
 - 4. Semi-detached house (side-by-side, duplex)
 - 7. Secondary suite in a single-detached house (such as a basement apartment)
 - 8. Mobile home
 - 5. Other
 - 99. Don't know

[MANDATORY]
[ONLY ASK DRIVERS LICENCE IF AGE 16 AND ABOVE.
IF AGE 5 AND ABOVE ASK EMPLOYMENT/SCHOOL STATUS.]

H4. Please complete the following information for each household member.

	Does this person have a valid driver's licence?	Which of the following apply to this person's employment/ school status? Please select all that apply.	Which of the following best fits the nature of this person's occupation?	What kind of school does this person attend?
[LIST ALL HH MEMBERS]	Yes No			
	Yes No			
	Yes No			
	Yes No			

[FOR DRIVERS LICENCE, HOVER OVER TO SHOW: This includes any category of motor vehicle licence, including a temporary learner's permit. Answer 'no' if the licence has expired and has not been renewed or if it has been suspended.]

[EMPLOYMENT STATUS DROPDOWN LIST. MULTI-SELECT]

1. Working full time (30+ hours per week)
2. Working part time (<30 hours per week)
5. Unemployed **[MUTUALLY EXCLUSIVE WITH WORKING FULL TIME OR PART TIME]**
6. Parent or caregiver (e.g., take care of children, elderly, those with disabilities or ailments)
7. Retired **[ONLY SHOW IF AGE 40 OR ABOVE; MUTUALLY EXCLUSIVE WITH WORKING FULL TIME]**
8. Full-time student
9. Part-time student

[SCHOOL DROPDOWN LIST, SINGLE SELECT]

1. Elementary school
2. Middle school
3. Secondary school
4. College or university
5. Alternate, adult basic education, or other
6. Online / distance learning only, please specify level (high school, college, university, adult basic education: _____)

[OCCUPATION DROPDOWN, MULTI-SELECT]

1. Management Occupations
2. Business, Finance and Administration Occupations
3. Natural and Applied Sciences Occupations
4. Health Services Occupations
5. Post-Secondary Education, Law and Social, Community and Government Services
6. Performing & Facilitating Art, Culture, Recreation and Sports
7. Sales and Service Provision
8. Trades, Transport and Equipment Operators
9. Occupations in Natural Resources, Agriculture and Related Production
10. Occupations in Manufacturing & Utilities
12. Secondary and Elementary School Teachers
13. Commercial driver (such as a courier, taxi, or bus driver)
11. Other (please specify your job title) **[Add text box]**

[HOVER OVER TO SHOW THE FOLLOWING INFO]

Code 1: Management Occupations (mouseover: senior government managers, financial and administrative services managers, health, education and social services managers, construction and transportation managers, etc.)

Code 2: Business, Finance & Administration Occupations (mouseover: HR and business services professionals, financial auditors and accountants, office and administrative support, legal and medical administrative assistants, payroll and banking clerks, postal workers, shipping and receiving, inventory, dispatchers, survey interviewers and statistical clerks, etc.)

Code 3: Natural & Applied Sciences Occupations (mouseover: physicists, chemists, civil, mechanical, electrical, chemical, industrial and other professional engineers, geoscientists, architects, land surveyors, computer and information systems professionals, technical professions etc.)

Code 4: Health Services Occupations (mouseover: registered nurses, physicians, dentists, veterinarians, optometrists, chiropractors, pharmacists, nutritionists, therapy and assessment professionals, paramedics, medical technologists and technicians etc.)

Code 5: Post Secondary Education, Law & Social, Community & Government Services, and Law (mouseover: university and college instructors, judges, lawyers, policy and program researchers, social and community service workers, police officers, firefighters, correctional officers, by-law enforcement etc.)

Code 6: Performing & Facilitating Art, Culture, Recreation & Sports (mouseover: librarians, authors, journalists, creative arts, photographers, graphic arts technicians, occupations in motion pictures, broadcasting and the performing arts, athletes, recreation and sport instructors, graphic designers, interior designers etc.)

Code 7: Sales & Service Provision (mouseover: retail sales, food and beverage services, travel agents, tour guides, cashiers, cooks, janitors, building superintendents, retail and wholesale buyers etc.)

Code 8: Trades, Transport & Equipment Operators (mouseover: contractors, industrial, electrical and construction trades workers, machinists, iron workers, welders, machine operators, electricians, cable technicians, plumbers, carpenters, roofers, painters, cabinet makers, millwrights, automotive technicians, crane operators, drillers in surface mining, quarrying and construction, truck drivers, bus drivers, taxi drivers, trades helpers and labourers etc.)

Code 9: Occupations in Natural Resources, Agriculture & Related Production (mouseover: oil and gas well drillers servicers, testers and related workers, logging and forestry workers and supervisors, fishing, farming, landscaping, trappers and hunters, harvesting, mine workers and supervisors etc.)

Code 10: Occupations in Manufacturing & Utilities (mouseover: processing and manufacturing supervisors and workers, motor vehicle assembly, electronics and electrical products manufacturing, petroleum, gas and chemical process operators, utilities equipment operators and controllers, chemical plant machine operators, plastics and rubber processing machine operators and workers, pulp and paper production, wood processing, mechanical, electrical and electronics assemblers, furniture assembly and finishing, mineral and metal processing etc.)

Code 12: Secondary and Elementary School Teachers (mouseover: secondary and elementary school teachers)

Code 13: Commercial driver (such as a courier, taxi, or bus driver)

Code 11: Other, please specify: _____

LOGIC CHECKS:

- DRIVER'S LICENCE – MANDATORY QUESTION
- EMPLOYMENT STATUS – MANDATORY QUESTION
- DRIVER'S LICENCE: AUTOCODE AS NO IF UNDER 16 AND FADE OUT
- OCCUPATION – ONLY SHOW IF WORKING FULL OR PART TIME
- CAN'T BE UNEMPLOYED (CODE 5) IF WORKING FULL TIME (CODE 1), PART TIME (CODE 2)
- CAN'T BE FULL-TIME/PART-TIME/ AND UNEMPLOYED AT THE SAME TIME.
- CAN'T BE RETIRED (CODE 7) IF WORKING FULL TIME (CODE 1)
- IF AGE <14, ONLY SHOW CODE 8 to 11 FOR EMPLOYMENT
- CAN'T BE FULL-TIME/PART-TIME STUDENT AT THE SAME TIME (CODE 8 AND 9)

[MANDATORY]

H6a. How many licenced (insured) motor vehicles (including cars, light trucks, vans, and motorcycles) are available to the members of your household, including yourself? Please include personal and business vehicles.

Do not count any motor vehicles which are:

- not registered or
- recreational vehicles that are towed (RV's)
- registered to an owner in the household but not insured to be on the road.

Do include all vehicles provided by employers and which household members use to go to work or for personal use.

Dropdown range: **[0 TO 10]**

Don't know

[ASK H6B IF H6A>0. ELSE, SKIP TO H6c.]

H6b. Please answer the following questions for each of the vehicle(s) your household owns/leases.

[PROG: LIST ALL CARS OWNED FROM H5B. EXAMPLE: Car 1, Car 2, Car 3, etc.]

[FOR EACH, SHOW:]

Nickname: **[TEXT BOX]**

What type of vehicle is this?

1. Passenger Car
2. Pickup truck or van
3. SUV (Sport utility vehicle)
4. Motorcycle
5. Other (freight truck, etc.)
7. Decline / don't know

Is the vehicle...?

1. Gasoline
2. Diesel
3. A hybrid
4. Electric only
5. Biodiesel
7. Hydrogen
6. Decline / Don't know

H6c. How many regular adult bicycles, electric bicycles, working children's bicycles (used in the past year) or other micromobility devices are available to members of your household?

Please insert 0 if your household does not have any of the mobility devices.

Adult regular bicycles	[OE TEXT BOX]	Don't know
Adult e-bicycles (electric assist)	[OE TEXT BOX]	Don't know
Children's bicycles	[OE TEXT BOX]	Don't know
Micromobility devices with e-assist (E-scooters, segways, hoverboards)	[OE TEXT BOX]	Don't know

PN: MUTUALLY EXCLUSIVE FOR EACH ROW; MUST HAVE AN ANSWER FOR EACH ROW.

[INSERT ON TOP OF ALL PERSON QUESTION PAGES]

Information for: [INSERT FIRST PERSON'S NAME, AGE]

[ONLY ASK P2 TO P2C FOR THOSE WORKING FULL OR PART TIME (CODE 1 TO 2) AT H4. ELSE SKIP TO P3]

P2. Please enter the name, address or nearest cross streets of this person's workplace.

Not applicable – I work from home **[SKIP TO P2b]**

Not applicable – no fixed workplace location **[SKIP TO P2b]**

Work #1:

Company name:

Address:

[ADDRESS LOOKUP][INSERT CONFIRM BUTTON ONCE ADDRESS IS SELECTED]

Work #2 (Optional):

Company name:

Address:

[ADDRESS LOOKUP][INSERT CONFIRM BUTTON ONCE ADDRESS IS SELECTED]

MANDATORY LOGIC CHECKS:

- **MANDATORY FIX-** IF ADDRESS IS NOT GEOCODABLE: "Unrecognized location, please correct."
- IF ADDRESS IS GENERIC: You entered **[INSERT LOCATION]**. Can you be more precise and provide the exact address or closest intersections of your workplace?

[ASK P3 ONLY IF H2a EMPLOYMENT = STUDENTS (CODE 8 OR 9). ELSE SKIP TO PROGRAMMING INSTRUCTION AT THE END.]

P3. Please enter the name, address or nearest cross streets or nearby landmark of this person's school.

School #1:

Name or address:

[ADDRESS LOOKUP][INSERT CONFIRM BUTTON ONCE ADDRESS IS SELECTED]

School #2 (Optional):

Name or address:

[ADDRESS LOOKUP][INSERT CONFIRM BUTTON ONCE ADDRESS IS SELECTED]

Not applicable – online / distance learning **[SKIP TO NEXT QUESTION]**

MANDATORY LOGIC CHECKS:

- **MANDATORY FIX-** IF ADDRESS IS NOT GEOCODABLE: "Unrecognized location, please correct."
- IF ADDRESS IS GENERIC (INCLUDING INTERSECTIONS): "You entered **[INSERT LOCATION]**. Can you be more precise and provide the school name or the exact address?"

**[GO TO CLOSING PAGE OF HOUSEHOLD SECTION IF ONLY ONE PERSON IN THE HH]
[IF MORE THAN ONE PERSON. INSERT BELOW AND REPEAT SECTION P – CONTINUE ASKING THE NEXT PERSON IN THE HOUSEHOLD UNTIL IT'S OVER]**

[REGISTRATION + HOUSEHOLD SECTION CLOSING PAGE]

Thank you for completing the household section of the survey.

PART B: Travel Day [DO NOT SHOW HEADER]

Part B: Travel Day

This section asks about the trips taken by the members of your household **during a single weekday** (your Travel Day).

Your household Travel Day is **[BOLD, IN BLUE. INSERT SELECTED DATE]**

[NAVIGATION BUTTON: CONTINUE]



Click here for some [useful tips!](#)

Travel Day Selection Page [DO NOT SHOW HEADER]

To ensure accurate recollection, please use **[INSERT yesterday/travel day]** as your Travel Day.

You will provide information about local trips your household made on **[TRAVEL DAY]** during the 24-hour period between 4:00am **[yesterday/ [TRAVEL DAY]]** and 4:00am **[this morning/the next day]**, whether for work, school, shopping or any other purpose.

This section will have a series of questions for each trip. **[IF ANY MEMBER OF THE HOUSEHOLD IS UNDER THE AGE OF 5 SHOW: We will only ask for trip details for children 5 years of age or older.]**

To fill out a household member’s travel diary, please click on the person’s name in the table below:
[ONLY SHOW HOUSEHOLD MEMBERS AGE 5 AND ABOVE IN TABLE BELOW]

Household Member(s)	Survey Status	Trip Confirmed?
[INSERT PERSON 1 NAME], [INSERT AGE] years old		
[INSERT PERSON 2 NAME], [INSERT AGE] years old		
[INSERT PERSON 3 NAME], [INSERT AGE] years old		
[INSERT PERSON 4 NAME], [INSERT AGE] years old		
[INSERT PERSON 5 NAME], [INSERT AGE] years old		
[INSERT PERSON 6 NAME], [INSERT AGE] years old		
[INSERT PERSON 7 NAME], [INSERT AGE] years old		
[INSERT PERSON 8 NAME], [INSERT AGE] years old		

[SURVEY STATUS – INSERT CHECK MARK IF COMPLETED; IF ONLINE AND NOT COMPLETED, LEFT AS BLANK]
[CONFIRMED – INSERT CHECK MARK IF SURVEY IS VERIFIED (TRIP SUMMARY REVIEWED AT S1)]

Trip Capture – Start of Travel Day

[PROG: SHOW ONLY IF SOMEONE CLICKS ON INFO ICON. DO NOT HAVE THE POP-UP AUTOMATICALLY PROGRAMMED TO SHOW FOR ALL]

Friendly Reminder:

- Please remember to include **school trips**, even if this person walked or commuted only a short distance to school.
- Please record all trips taken for transportation (not recreation or leisure), even for a short distance).
- If you are employed, record your trips for business meetings or work-related purposes (e.g., making house calls or site visits).
- If you are a **commercial driver**, please only record the first trip to where your workday started, the final work-related stopping point if different, and return trip to your home or other non-work-related location at the end of the work day.

Note: if you are unsure about this person's travel, please ask them.

[SHOW ON ALL PAGES] TRIP INFORMATION FOR: [INSERT SELECTED PERSON'S NAME AND INSERT AGE.]

[ASK B1a IF AGE 5 OR ABOVE ONLY]

B1a. Did **[INSERT NAME]** make at least one trip – by any mode of travel whether car, bus, cycling or walking – at any **time [yesterday/TRAVEL DAY]?**

Note: Trips include those made via any mode of travel, including all motorized modes of transportation and any non-motorized modes of transportation such as walking, cycle, rollerblading, skateboarding, and so on.

1. Yes **[GO TO B2]**
2. No

[ASK B1B IF CODE 2 AT B1A. ELSE, GO TO B2]

[ALLOW MULTI-SELECT]

B1b. Why did **[INSERT NAME]** not leave home or make any trips **[yesterday/TRAVEL DAY]?**

1. Out of town for entire day
2. Sick/ill or care for other sick/ill household member
3. Not scheduled for school classes or activities
4. Not scheduled for work or on extended leave from work (paternity/maternity, short-term disability)
5. Worked from home and did not leave home for any reason **[SHOW ONLY IF WORKING FULL/PART-TIME]**
6. No need to leave home
7. Could not leave home, no transportation available
8. Other reason (specify): _____

100. Actually, **[INSERT NAME]** did leave home to go to work or school or to make at least one other kind of trip **[INSERT: "Please follow the instructions on the next page to record your trip information." RECODE B1A AS YES AND RE-DIRECT TO B2.] [EXCLUSIVE]**

[ASK B1c if [Employed = yes] AND B1b = CODE 3 OR 6 or 7 or 8 REGARDLESS OF WHETHER WORK FROM HOME OR NOT]

B1c. You did not report that **[INSERT NAME]** went to work **[yesterday/on TRAVEL DAY]?** Was **[INSERT NAME]** working at home?

1. Yes, worked from home (telecommuted)
2. No, away on business / working on the road
3. No, did not work
4. No, actually **[INSERT NAME]** worked and did take work-related trips
5. Other, specify: _____

[if B1c=4 actually did make work trips) SHOW ON SCREEN:]

Please report **[INSERT NAME'S]** trips to and from work, or for work-related purposes, whether **[INSERT NAME]** walked or used another mode of travel. **[RECODE B1A AS YES AND RE-DIRECT TO B2]**

[ASK B1d if a student AND B1b = CODE 4 or 5 or 6 or 7 or 8 REGARDLESS OF WHETHER HOME-SCHOOLED OR NOT]

B1d. You did not report that [INSERT NAME] went to school. Did [INSERT NAME] attend school [yesterday/on TRAVEL DAY]?

1. Yes, did go to school
2. Attended school from home (home schooled, distance learning)
3. No, did not have any scheduled classes, stayed home sick, or did not attend school for another reason
4. No, away on a field trip or other travel
5. Other, specify: _____

[if B1d=1 actually did make school trips) SHOW ON SCREEN:]

Please report **[INSERT NAME'S]** trips to and from school, or for school-related purposes, whether **[INSERT NAME]** walked or used another mode of travel. **[RECODE B1A AS YES AND RE-DIRECT TO B2]**

[UPDATE PERSON STATUS TO BE COMPLETED AND CONFIRMED IF B1b=CODE 1 TO 8 AND GO TO S1. GO BACK TO PERSON SELECTION PAGE UNTIL TRIP INFORMATION IS FILLED FOR ALL MEMBERS.]

OD Points [MANDATORY]

B2. Did [INSERT NAME'S] first trip start from home?

1. Yes **[AUTO-POPULATE FIRST LOCATION AS "HOME" AT B2A]**
2. No

[ASK B10 if B2 = CODE 2 (first trip did not start at home)]

B10. You mentioned that [INSERT NAME'S] first trip of the day started at a location other than your home. Is it that [INSERT NAME] was...?

1. Working a night shift (past 4 am, the start of the travel day)
2. Staying overnight at another household (friend's, relative's, parent's, etc.)
3. Away from home on business travel
4. Away from home on vacation (or other personal travel)
5. Another reason

[ASK B10a IF B10 = 3 OR 4 (AWAY ON BUSINESS OR VACATION TRAVEL)]

B10a. You mentioned that [INSERT NAME] started the travel day away from home because [INSERT NAME] was away on business or vacation travel.

Did **[INSERT NAME]** travel back to the survey area (the Central Okanagan or Vernon) between 4:00 a.m. **[yesterday/ON TRAVEL DAY]** and 3:59 a.m. **[today/ON TRAVELDAY +1]**?

1. Yes
2. No

[SHOW FOLLOWING MESSAGE IF B10a=no]

You said that **[INSERT NAME]** was away the entire day due to business or vacation. Since **[INSERT NAME]** did not return to the survey area, you do not have to enter trips for this day.

If **[INSERT NAME]** did return, please click the Previous button below to change your answer to Yes, and then please report on your travel for the day. **[PN: if B10a=no, conclude trip capture and log person as “No trips” in B1a (should be reflected in person table in household overview)]**

[SHOW ON ALL PAGES] TRAVEL DIARY INFORMATION FOR: [INSERT SELECTED PERSON’S NAME AND INSERT AGE] ON [INSERT TRAVEL DIARY DATE]

[DEFAULT START TIME AS 4:00AM FOR FIRST LOCATION TEXT BOX. HIGHLIGHT THE FIRST BLANK LOCATION TEXT BOX AND HAVE THE OTHER ICONS INACTIVE UNTIL A LOCATION HAS BEEN ENTERED AND CONFIRMED.]

[SHOW ERROR MESSAGE BELOW LOCATION TEXT BOX IF RESPONDENT TRIES TO SELECT ICONS BEFORE ENTERING A LOCATION: Please enter a location first.]

B2a. [ASK ONLY IF NO AT B2 – FOR FIRST LOCATION] What was the starting point of [INSERT NAME’S] first trip [yesterday/TRAVELDAY]?

[FOR FOLLOWING LOCATIONS] Where did **[INSERT NAME]** go next?

[IF YES AT B2:]**[INSERT NAME]** started the day at home. Where did they go next?

Please enter a location by typing in the exact address or closest intersections/landmark in the text box below.

For common locations such as home, school or work locations, please use the shortcuts from the dropdown provided.

Add the approximate trip time (the clock icon), trip mode (vehicle icon), trip purpose (question mark icon) and number of passengers if driver (people icon).

When all trip details have been added for the day, please select “Nowhere – no other trips taken until 4am the next morning” from the final location dropdown to proceed.

[SHOW THE FOLLOWING DESCRIPTION IF HOVERS OVER EACH ICON]

Time: Please enter the arrival and departure time for this location.

Trip Purpose: Please enter the reason for going to this location.

Mode: Please enter the mode or modes of transportation used for this trip.

Passengers: Please enter the number of people that were in the car for this trip.

[FOR EACH LOCATION, ADD CONFIRM AND REMOVE BUTTON AFTER ENTRY. SHOW CHECK MARK ONCE CONFIRMED AND CLOCK, MODE, ACTIVITY AND PASSENGER/PARKING ICONS (IF APPLICABLE) BECOME ACTIVE]

[1st LOCATION]

[2nd LOCATION]

[3RD LOCATION]

[4TH LOCATION]

[5TH LOCATION]

[6TH LOCATION]

[7TH LOCATION]

[8TH LOCATION]
[9TH LOCATION]
[10TH LOCATION]
[11TH LOCATION]
[12TH LOCATION]
[13TH LOCATION]
[14TH LOCATION]
[15TH LOCATION]

[CHECKBOX – ONCE CHECKED, DO NOT PROMPT FOR NEXT LOCATION]

Nowhere, no other trips taken until 4am the next morning

[SHOW LOCATION ON MAP FOR VERIFICATION]

[SHORTCUTS ON THE SIDE]

Home

[LIST ALL WORKPLACES AND SCHOOLS]

[SHOW ALL LOCATIONS ENTERED FROM OTHER HH MEMBERS]

[RECORD DISTANCE AND REGION FOR EACH TRIP]

Note: For trips requiring air travel, please report the trip to the airport, but do not report any subsequent trips by airplane.

After the location is confirmed, enter all the locations that were visited on this day OR click on the icons to fill in details about each trip. **Please hover over each icon for more information.**

LOGIC CHECKS:

- **IF ADDRESS IS NOT GEOCODABLE:** “Unrecognized location, please correct. If it is already correct, press the “Confirm” button beside text box.”
- Nowhere cannot be checked without entering the first location.
- Nowhere cannot be checked if first location was home and no other trips.
- **IF ORIGIN AND DESTINATION ARE BOTH OUTSIDE OF SURVEY AREA (INCLUDING EXTERNAL ZONES):** “We are only interested in collecting trips made to or from the Okanagan. Your trip started at [INSERT ORIGIN], where did you go next in *the Okanagan region*?”
- **[MANDATORY FIX – CANNOT PROCEED WITHOUT FIXING ANSWER] IF ADDRESS IS GENERIC:** You entered [INSERT LOCATION]. Can you be more precise and provide the exact address, closest intersections/landmark?
- You have just finished entering the 14th trip for [INSERT NAME] that was made on [TRIP DATE]. We are **only collecting up to 14 trips for each household member.**
- **IF ONLY 2 LOCATIONS ENTERED:** It looks like you have only made 1 one-way trip on your diary date. Is that correct?
- **IF “Nowhere, I stayed home until 4am the next morning” IS NOT SELECTED:** Please confirm all of your locations and select “Nowhere, I stayed home until 4am the next morning” from the shortcut menu on the right as your last location.

[ASK B2A.1 FOR ANY INTERSECTIONS AND GENERIC LOCATIONS AT B2A.]

B2a.1 You mentioned earlier that [INSERT NAME] went to [INSERT DESTINATION] from [INSERT ORIGIN], can you please be more specific and [INSERT IF B2A=GENERIC LOCATION “provide the closest intersections or”] drag the cursor on the map to exactly where you went?

[INSERT MAP, ALLOW RESPONDENTS TO DRAG LOCATION AND CONFIRM ONCE DONE]
[REPEAT FOR EACH INTERSECTION/GENERIC LOCATION AT B2A]
[USE NEW LOCATION FOR QUESTIONS FOLLOWING]
[MANDATORY QUESTION IF B2A = GENERIC LOCATION. OPTIONAL IF B2A=INTERSECTIONS.]

[ASK B2b ONLY IF <14TH TRIP AND LAST LOCATION IS NOT "HOME".]

B2b. Did [INSERT NAME] return home from [INSERT LAST LOCATION ENTERED AT B2A] before 4:00am the next morning on [DIARY DATE + 1 DAY]?

1. Yes
2. No

[IF B2B = YES, ADD "HOME" AS LAST DESTINATION"]

E16. ASK IF [H4 = CODE 1 OR 2 (EMPLOYED FULL OR PART TIME)] AND [NO 'USUAL WORKPLACE FROM P2' SELECTED AT B2a] AND [CODE 10 (TRAVEL TO WORK) OR CODE 11 (WORK-RELATED) NOT SELECTED FOR ANY TRIPS AT B4]

You did not report that [INSERT NAME] went to work [yesterday/on TRAVEL DAY].
Was [INSERT NAME] working at home?

1. Yes, worked from home (telecommuted)
2. No, away on business / working on the road
3. No, did not work
4. No, actually [INSERT NAME] worked and did take work-related trips
5. Other, specify: _____

[if E16=code 4 (No, actually [INSERT NAME] did take work-related trips) **SHOW ERROR MESSAGE:**] Please add your trips to and from work, whether you walked or used another mode of travel.

E16A. ASK IF [H4 = CODE 8 OR 9 (FULL OR PART TIME STUDENT)] AND [NO SCHOOL LOCATION FROM P3' SELECTED AT B2a] AND [CODE 20 (POST-SECONDARY SCHOOL) OR CODE 30 (ATTEND SCHOOL (K-12)) NOT SELECTED FOR ANY TRIPS AT B4]

You did not report that [INSERT NAME] went to school. Did [INSERT NAME] attend school [yesterday/on TRAVEL DAY]?

1. Yes, did go to school
2. Attended school from home (home schooled, distance learning)
3. No, did not have any scheduled classes, stayed home sick, or did not attend school for another reason
4. No, away on a field trip or other travel
5. Other, specify: _____

[if went to school E16A=Yes and usual school location other than 'home']

Please add any trips to and from school whether you walked or used another mode of travel.

[MANDATORY][QUESTION SHOWS AS A POP-UP WHEN ICON IS SELECTED]

Trip Purpose:

B4. What was the main purpose of this trip?

**[LIST DESTINATION LOCATION ENTERED FROM B2A/B ASSOCIATED WITH THAT TRIP]
[DO NOT SHOW "NOWHERE"]**

[SHOW FOR EACH LOCATION EXCEPT FOR THE FIRST LOCATION AND NOWHERE.]

- 10. Travel to work (usual place of work)
- 11. Work-related **[HOVER OVER TO SHOW: Trips to attend meetings, and for other work-related purposes or no fixed work address. If job hunting or volunteering, please select 'Other'.]**
- 20. Post-Secondary School **[HOVER OVER TO SHOW: University, college, private post-secondary]**
- 30. Attend School (K-12) **[HOVER OVER TO SHOW: Trips made for the purpose of attending school.**
If driving someone to/from school, select 'Pick up a passenger' or 'drop off a passenger'.
If parent attending parent-teacher meeting, select 'Other'. If work at the school, select Work..]
- 41. Restaurant **[HOVER OVER TO SHOW: whether eat-in or take-out]**
- 42. Recreation **[HOVER OVER TO SHOW: E.g., gym, swimming, etc.]**
- 43. Social outing / entertainment **[HOVER OVER TO SHOW: E.g., meet friends, theatre, spectator sports]**
- 44. Shopping **[HOVER OVER TO SHOW: E.g., groceries, home improvement, clothing, drug store]**
- 45. Personal business **[HOVER OVER TO SHOW: E.g., bank, dentist, health appointments, personal care, errands]**
- 91. Pick up a passenger **[HOVER OVER TO SHOW: E.g., pick up child at school, pick up someone at work)]**
- 92. Drop off a passenger **[HOVER OVER TO SHOW: E.g., drop off child at school, drop off someone at work]**
- 80. RETURN HOME **([DO NOT SHOW – AUTOCODE IF DESTINATION IS HOME])**
- 11. Other: please specify **[INSERT TEXT BOX]**

LOGIC CHECKS:

- **AUTO CODE AS CODE 80 (RETURN HOME) IF LOCATION = HOME AND FADE OUT QUESTION. DO NOT SHOW CODE 10 ELSEWHERE.**
- **IF LOCATION = OTHER MEMBERS SCHOOL AND TRIP PURPOSE = CODE 20 OR 30 (Post-Secondary OR Attend School (K-12) You indicated that you went to [INSERT HH MEMBER'S NAME, AGE]'s school for studying purposes. If you are dropping off or picking someone up, please choose "to pick up a passenger" or "to drop off a passenger" as the main trip purpose instead. If the information you entered is correct, please click on "continue" again to proceed to the next question.**
- **[IF TRIP DESTINATION = OTHER MEMBERS WORKPLACE AND TRIP PURPOSE = Travel to work OR Work-related, INSERT PROMPT: You indicated that you are going to [INSERT HH MEMBER'S NAME, AGE]'s workplace for working purposes. If you are dropping off or picking someone up, please choose "to pick up a passenger" or "to drop off a passenger" as the main trip purpose instead. If the information you entered is correct, please click on "Continue" again to proceed to the next question.]**

[MANDATORY; QUESTION SHOWS AS A POP-UP WHEN ICON IS SELECTED]

Time:

B5. Please enter the start and end time for the following location that [INSERT NAME] travelled to and from.

Please provide your best guess if you cannot give the exact time.

Left:	INSERT LOCATION 1	at	Hour Minute AM PM	
and arrived at	INSERT LOCATION 2	at	Hour Minute AM PM	
				and stayed there until/past 4 AM

ADD "SAVE AND CLOSE" BUTTON TO BOTTOM OF SCREEN.

[PROG: CONVERT TO 24 HOURS WHEN EXTRACTING DATA]

LOGIC CHECKS:

- **[MANDATORY FIX – CANNOT PROCEED WITHOUT FIXING ANSWER]** IF END TIME IS EARLIER THAN START TIME, INSERT "Your arrival time is earlier than the start time. Please review your answer."
- **[MANDATORY FIX – CANNOT PROCEED WITHOUT FIXING ANSWER]** IF START TIME IS EARLIER THAN END TIME FROM PREVIOUS TRIP, INSERT "You arrived [INSERT ORIGIN] at [INSERT PREVIOUS ARRIVAL TIME], what was the exact time you left there?"
- **[MANDATORY LOGIC CHECK – CANNOT PROCEED WITHOUT FIXING ANSWER]** IF END TIME IS THE SAME AS START TIME, INSERT "Your arrival time is the same as your trip start time. Please review your answer."
- **IF TIME DURATION IS MORE THAN 2 HOURS, INSERT** "The travelling time for this trip was more than 2 hours, is that correct? If the information you entered is correct, please press "Confirm" again to proceed to the next question."
- **AUTO FADE OUT ILLOGICAL TIME BASED ON PREVIOUS TIME ENTERED.**

Trip Mode:

[QUESTION SHOWS AS A POP-UP WHEN ICON IS SELECTED]

B6. What mode(s) of transportation did [INSERT NAME] use for the trip below? *Choose up to three modes.*

How to record multimodal trips?

All transportation modes used for a single trip should be recorded. Please record modes used first to last (chronological).

If you used more than 3 modes of transportation, please record the additional mode(s) in the "other" specify category.

[NOTE: MODE IS MANDATORY. FOLLOW-UP QUESTIONS ARE NOT.]

			1st Mode	2nd Mode (if more than 1 mode used)	3rd Mode (if more than 2 modes used)
Left:	INSERT LOCATION 1				

and went to	INSERT LOCATION 2	by	DROPDOWN	DROPDOWN	DROPDOWN
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[DROPDOWN]

1. Auto – driver [INSERT UNDERNEATH DROPDOWN: Which vehicle did you use? See dropdown list below]
2. Auto – passenger
3. Public transit [IF SELECTED SHOW PROMPT: Please include walking to and/or from the bus stop as a separate mode unless the stop was directly in front of your starting point and/or final destination]
4. School Bus (e.g., yellow bus) [ONLY SHOW IF STUDENT (CODE 20 OR 30) AT B4]
5. Bicycle or other micromobility device (bicycle, scooter, rollerblades, skateboards, Segway, etc.)
6. Walked or rolled (including jogging, wheelchairs, and personal mobility devices)
7. Other [INSERT UNDERNEATH DROPDOWN: See dropdown list below.]

Car used dropdown:

[INSERT CARS OWNED FROM H5B: NICKNAME]

Work supplied vehicle

Rented a car

Borrowed someone else's private vehicle

Carshare

Other used drop down:

Taxi / Rideshare

Motorcycle or moped / seated scooter

HandyDART or Health Connections

Intercity coach bus (e.g., Silver City Stagelines, e-bus)

Other [TEXTBOX]

ADD "SAVE AND CLOSE" BUTTON TO BOTTOM OF SCREEN.

LOGIC CHECK:

- FOR EACH LOCATION, RESPONDENT MUST SELECT 1ST MODE (t4_B6_MODE_1)
- DISABLE 2ND AND 3RD MODE IF 1ST MODE IS WALKED WHOLE WAY
- SECOND MODE SHOULD BE MUTUALLY EXCLUSIVE WITH FIRST AND THIRD MODE, BUT FIRST AND THIRD MODE CAN BE THE SAME
- IF RESP DOESN'T HAVE DRIVER'S LICENCE OR IF THEY ARE UNDER 16, DO NOT SHOW AUTO-DRIVER (CODE 1) AND MOTORCYCLE (CODE 12) OPTION
- **[MANDATORY FIX – CANNOT PROCEED WITHOUT FIXING ANSWER]** If 1st and 3rd mode is filled, 2nd mode cannot be blank.
- **MODE/SPEED CHECK: SPEED CANNOT BE GREATER THAN:**
 - Bike – 40 kph
 - eBike – 60 kph
 - Walk – 15 kph
 - Auto driver/passenger – 120 kph
 - Transit – 80 kph
 - **IF FAILED** –Based on the information you entered, your travelling speed seems too quick ([INSERT SPEED]). Please revise your trip origin or destination, start or end time, or mode. **[CANNOT PROCEED WITHOUT FIXING]**
- **MODE/DISTANCE CHECK: DISTANCE CANNOT BE GREATER THAN:**

- Bike – 30 KM
- Walk – 5 KM
- **IF FAILED** – Based on the information you entered, you seemed to have travelled very far travelled for this trip ([INSERT DISTANCE]), is this correct?
- **Trip duration**
 - Walk > 1.5 hour
 - Bike > 1.5 hour
 - Auto > 3 hours
 - **IF FAILED** – Based on the information you entered, you were [IF WALK “walking”; IF BIKE “biking”, IF AUTO DRIVER “driving”, IF AUTO PASSNENGER “traveling in an auto vehicle”] for [INSERT DURATION] minutes for this trip, is this correct?
- **Mode check based on origin/destination/time of travel FLAG IF RESPONDENT SELECTS AUTO - DRIVER FOR ANY TRIP WHERE ORIGIN POINT IS NOT HOME AND THE MODE OF TRANSPORTATION FOR CONSECUTIVE TRIP IS:**
 - NOT AUTO-DRIVER: Based on the information you entered, you changed your mode of transportation since your last trip, is this correct?
 - A DIFFERENT VEHICLE: Based on the information you entered, you changed vehicles since your last trip, is this correct?

[IF AUTO DRIVER SELECTED ICON FOR QB6b BECOMES ACTIVE. QUESTION SHOWS AS A POP-UP WHEN ICON IS SELECTED. SHOW B6B AND B7 FOR ALL MODES OF TRIPS]

B6b. How many people were in the vehicle for the trip below?

of people in vehicle

[INSERT NUMERIC TEXT BOX, 1 TO 10]

LOGIC CHECK:

- IF PASSENGER AND <2: How many people were in the car including the driver? (The driver also counts as one person in the car.

[HOVER TEXT: Include yourself in the count.]

ADD “SAVE AND CLOSE” BUTTON TO BOTTOM OF SCREEN.


LOGIC CHECK:

- **FOR ALL AUTO TRIPS, # OF MEMBERS CHECKED + 1 (THE ONE FILLING OUT THE SURVEY) CANNOT EXCEED TOTAL # OF PEOPLE IN THE CAR.** “You mentioned earlier that there were [INSERT # OF PEOPLE IN VEHICLE] in the car (including the driver), is that correct?”]
- **For ANY TRIPS WITH ACCOMPANYING HOUSEHOLD MEMBERS, SHOW TRIP SELECTED FOR THE ACCOMPANYING HOUSEHOLD MEMBERS AT B2A. DISPLAY LOCATION AS “[INSERT LOCATION ADDRESS] (accompanying household members: [INSERT ACCOMPANYING MEMBERS EXCLUDING THE PERSON FILLING OUT THE SURVEY]). IF SELECTED AT B2A, ALL FOLLOWING QUESTIONS SHOULD BE PRE-FILLED (EXCLUDING TRIP PURPOSE). NOTE: FOR TRAVEL MODE, SHOULD CODE AS AUTO PASSENGER IF DRIVER WAS ALREADY SELECTED AS A MODE BY ANOTHER HH MEMBER.]**
- **IF NO HH MEMBERS IN VEHICLE HAVE A DRIVER’S LICENCE, TOTAL NUMBER OF PEOPLE IN CAR MUST BE GREATER THAN HOUSEHOLD MEMBERS SELECTED.**

Travel Day Summary:

S1. Thank you providing information on your household’s travel day!

Please carefully review the summary of your travel day below. If any of the information is not recorded properly or you missed a trip (such as stopping for gas, going to a drive-through, picking up or dropping someone off) you can edit the summary in the text box below.

(Note:  indicates that there are data inconsistencies that we have detected that may or may not be true. You can hover over the icon to review the message and correct them as needed.)

Trip Summary:



[SEE EXAMPLE BELOW. ALL LOGIC CHECKS SHOULD BE IN PLACE. DISPLAY LOGIC CHECKS WHEN HOVER OVER EXCLAMATION ICON. INSERT TEXT BOX UNDERNEATH FOR EDITING. NOTE: TEXT BOX SHOULD ONLY SHOW UP IF RESPONDENT SAID NO. IF CONFIRMED YES, MOVE ONTO NEXT PERSON OR THE CLOSING SCREEN. EDITED TEXT SHOULD BE IN RED. IF ANY OF THE INFORMATION WAS UPDATED AT SO, USE UPDATED INFO.]

[IF DIDN'T MAKE ANY TRIPS, INSERT "N/A" UNDER START OF THE DAY AND UNDER DESCRIPTION, INSERT "Didn't make any trips because they were [INSERT REASON FROM B1B]."]

Trip #	Description	Is this correct?
Start of Day:	[INSERT NAME] was [INSERT "home" OR LOCATION] at 4:00am on their travel day.	Yes No [IF NO, INSERT:] Comments: [TEXT BOX]
Trip 1	[INSERT FOR EACH TRIP]: [They] left [INSERT ORIGIN] at [INSERT DEPARTURE TIME] and arrived at [INSERT DESTINATION] at [INSERT ARRIVAL TIME] to [INSERT PURPOSE] . They went there by [INSERT MODE 1, 2, 3] .	Yes No [IF NO, INSERT:] Comments: [TEXT BOX]
Trip 2	[REPEAT FOR EACH TRIP]	Yes No [IF NO, INSERT:] Comments: [TEXT BOX]
End of Day	They stayed at [INSERT LAST LOCATION] until 4:00 am the next morning.	Yes No [IF NO, INSERT:] Comments: [TEXT BOX]

[IF MORE THAN ONE HOUSEHOLD MEMBER]:

Great job! You have successfully entered the trip information for **[INSERT COMPLETED #]** of your household! Please fill out the trip information for the other household members by selecting the person below:

Household Member(s)	Survey Status	Trip Confirmed?
[INSERT PERSON 1 NAME] , [INSERT AGE] years old		
[INSERT PERSON 2 NAME] , [INSERT AGE] years old		

[INSERT PERSON 3 NAME], [INSERT AGE] years old		
[INSERT PERSON 4 NAME], [INSERT AGE] years old		
[INSERT PERSON 5 NAME], [INSERT AGE] years old		
[INSERT PERSON 6 NAME], [INSERT AGE] years old		
[INSERT PERSON 7 NAME], [INSERT AGE] years old		
[INSERT PERSON 8 NAME], [INSERT AGE] years old		

[WHEN ALL THE TRIPS HAVE BEEN FILLED OUT]:

Thank you! You have now completed the travel day section of the survey!

Household Member(s)	Survey Status	Trip Confirmed?
[INSERT PERSON 1 NAME], [INSERT AGE] years old	✓	✓
[INSERT PERSON 2 NAME], [INSERT AGE] years old	✓	✓
[INSERT PERSON 3 NAME], [INSERT AGE] years old	✓	✓
[INSERT PERSON 4 NAME], [INSERT AGE] years old	✓	✓
[INSERT PERSON 5 NAME], [INSERT AGE] years old	✓	✓
[INSERT PERSON 6 NAME], [INSERT AGE] years old	✓	✓
[INSERT PERSON 7 NAME], [INSERT AGE] years old	✓	✓
[INSERT PERSON 8 NAME], [INSERT AGE] years old	✓	✓

If you are satisfied with all the trip information you have provided, please click FINISH THE SURVEY.

Final Questions [DO NOT SHOW HEADER]

E1. Which of the following ranges corresponds to your household's total income last year? Please consider all sources of income, before taxes.

This information is useful for transportation planning purposes, to get a better understanding of the travel patterns of different types of households. Your answers will remain confidential. Click here to see our [Privacy Statement](#).

1. \$0 to less than \$30,000
2. \$30,000 to less than \$50,000
3. \$50,000 to less than \$80,000

- 4. \$80,000 to less than \$125,000
- 5. \$125,000 or more
- 9. Decline / don't know

Closing [DO NOT SHOW HEADER]
[SHOW C1 TO C3 ON THE SAME PAGE]

Over the next few days, we might need to contact you for verification purposes.

C1. Can you please provide us with a best phone number to reach you at?
[TEXT FIELD, CHECK FOR PHONE NUMBERS FORMAT. PRE-FILLED WITH ###-###-####.]

C2. When would be the best time of the day to contact you?

- Weekday morning
- Weekday afternoon
- Weekday evening

C3. Preferred contact method:

- Phone
- Email

Incentive and Prize Draw [DO NOT SHOW HEADER]
[NEW PAGE]

Thank you very much for participating in this survey! Your input will be very valuable in understanding transportation patterns in the Okanagan.

C4. Your household will receive one **\$[INSERT AMOUNT FROM INCENTIVE GROUPCODE]** gift card for participating. Please choose the gift card you want below:

[MANDATORY]

Gift Card:	Vendor:	Donate to Charity
\$[INSERT AMOUNT FROM INCENTIVE GROUPCODE] household gift card	<ul style="list-style-type: none">StarbucksAmazon	<ul style="list-style-type: none">United Way

[AFTER GIFT CARD IS SELECTED INSERT THE FOLLOWING IN BOLD AND RED FONT:]

Thank you for your selection. Please note you will receive your e-gift card by email within the next 4 weeks. If you have any questions about the status of your gift card please contact us at 1-800-511-6644 or email us at okanagansupport@ipsosdiary.ca.

[SHOW IF SELECTED DONATION OPTION: Thank you for your generous donation!]

Your name will also be entered for a chance to win one of the many prizes. You will be contacted by email or phone in January 2025 if you are a winner, good luck! **[INSERT LINK TO DRAW PRIZE RULES]**

Submit and Completion Page [DO NOT SHOW HEADER]
[NEW PAGE]

Please click on the submit button to submit your survey answers and conclude the survey.
After you click Submit, you will no longer be able to edit your answers.

[INSERT SUBMIT BUTTON]

[NEW PAGE]

Thank you for your participation!

Your survey answers have been saved. Click here to see our Privacy Statement.

If you wish to change any of your answers, or if you have any concerns about the survey, please contact okanagansupport@ipsosdiary.ca or 1-800-511-6644.

7.5. Telephone Recruitment Questionnaire

City of Kelowna / RDCO/ Vernon
2024 Okanagan Travel Survey (OTS)
September 2024 - Final
Phone Survey

Landing Page [DO NOT SHOW HEADER]

FOR GROUP 2 SHOW: INTERVIEWER TO ENTER ENTRY CODE: [TEXT BOX]

Welcome to the 2024 Okanagan Travel Survey!

This survey is about transportation choices people make. The survey results will be used to help plan improvements to roads, transit infrastructure, and pedestrian and cycling facilities across the region.

BEGIN SURVEY

D0. May I please have your home address?

[CHECK FSA AGAINST ACCEPTABLE FSA LIST. TERMINATE IF OUTSIDE OF STUDY AREA:

"Unfortunately, we have reached the quota in your area already. Thank you and have a nice day."]

[IF DK/REF, THANK AND TERMINATE: "Unfortunately you will need to provide your location to complete the survey. However, we do thank you for being willing to participate. Those are all my questions. Thank you and have a nice day."**ELSE, CONTINUE.]**

(IF RESPONDENT ASKS WHY HOME ADDRESS IS NEEDED, READ: We need to get your exact location to ensure we include residents from every area."**)**]

Address	_____	[INSERT FROM SAMPLE]
City	_____	[INSERT FROM SAMPLE]
Province	_____	[INSERT FROM SAMPLE]
Postal code	_____	[INSERT FROM SAMPLE]

[PN: SHOW ON MAP FOR VERIFICATION]

[PN: THANK AND TERMINATE IF OUTSIDE OF STUDY AREA]

[PN: IF ADDRESS, CITY, PROVINCE AND POSTAL CODE INFORMATION IS NOT PROVIDED, DO NOT ALLOW TO PROCEED AND SHOW ERROR MESSAGE: Unfortunately, the survey cannot proceed without an answer to this question. Your participation is very important, and all personal information you provide will be kept strictly confidential. Click here to view our Privacy Statement.**]**

If you would reconsider answering this question, please provide the information above and then select "Next".

[SHOW D1 and D1b ON ONE SCREEN]
[MANDATORY]

D1. How many people, including yourself, currently live in your household?

Include roommates, housemates, live-in housekeepers and lodgers if they share communal facilities. Exclude anyone living in a separate apartment within the building.

Do not include visitors, even if they are staying for an extended period of time.

[PROG CHECK, 1 TO 15]

Don't know/Refused **[SHOW FOR GROUP 2 ONLY; THANK AND TERMINATE]**

INTERVIEWER NOTE: BEFORE ENTERING DK/REF, USE BLURB: "Let me assure you, your answers will be kept confidential."

[INTERVIEWER NOTE: IF SELECT DK/REF AT D1, MUST SELECT DK/REF AT D1B]

[ASK D1b IF MORE THAN ONE IN D1. ELSE SKIP TO D2. MANDATORY.]

D1b. And how many of those people are less than 5 years old? _____

Don't know/Refused **[SHOW FOR GROUP 2 ONLY; THANK AND TERMINATE]**

[IF SELECTS NEXT WITHOUT ENTERING RESPONSE FOR D1 AND D1b SHOW FOLLOWING ERROR MESSAGE: Unfortunately, the survey cannot proceed without an answer to both these questions. Your participation is very important and all personal information you provide will be kept strictly confidential. Click here to view our [Privacy Statement](#).

If you would reconsider answering these questions, please provide the information above and then select "Next".

[NOTE: SEPARATE FOLLOW-UP QUESTION IF AGE IS NOT PROVIDED.]

D2a. IF D1b>1 DISPLAY: "For the following questions, can you please tell me the name (or nickname), age, and gender for each of your household members? I will be asking about all [INSERT D1b] people in your household."

[SHOW ON SCREEN:
INTERVIEWER NOTES (DO NOT READ):

NAME/NICKNAME IS NOT MANDATORY – IF DK/REF, USE PERSON A, PERSON B, etc.

IF UNSURE OF NICKNAME TO PROVIDE, PROMPT WITH: "To make things easier, we can refer to each person in your household by a letter of the alphabet, starting with A – so Person A, Person B and so on."]

Can you please provide the name or nickname you would like to use throughout the survey?
[INSERT TEXT BOX]

Can you please tell me your age?

[INSERT TEXT BOX]

Don't know/Refused [GO TO D2B]

[ASK FOR EACH PERSON IN HOUSEHOLD AT D1]

Now thinking of the next person in your household, what is their name (or nickname)?

[INSERT TEXT BOX]

Don't know/Refused [GO TO D2B]

[INSERT GRID WITH COLUMN FOR NUMBER OF PEOPLE, NAME/NICKNAME, AND AGE]
[LOGIC CHECK: SOMEONE IN HOUSEHOLD MUST BE AGE 16 OR ABOVE TO PROCEED, ELSE
SHOW ERROR MESSAGE]
[0-110]

	Name/ Nickname / Initial	Age
Person 1 (You)		
Person 2		
Person 3		
Person 4		
Person 5		
Person 6		
Person 7		
Person 8		

[ASK D2B IF BLANK FOR ANY HH MEMBER'S AGE. ELSE, SKIP TO D2a1.]
[MANDATORY QUESTION – WE WILL NEED TO OBTAIN EITHER THE EXACT AGE OR AGE RANGE FOR
ALL HH MEMBERS]

D2b. If you'd prefer, I have some broad ranges that you may choose. Which of the following age categories does [INSERT HH MEMBER WITH MISSING AGE AT D2a] fall into?

(READ LIST UNTIL INTERRUPTED)

(INTERVIEWER NOTE: IF ASKED WHY COLLECTING AGE INFORMATION: *"Travel behaviour is usually influenced by demographic factors such as age. Having this information helps us understand the transportation needs for the different age brackets. Please be assured that all personal information will be collected and stored in accordance with our obligations to the Freedom of Information and Protection of Privacy Act."***)]**

**[INFO ICON, SHOW TEXT WHEN HOVER OVER ICON:
Why are you collecting age information?**

Travel behaviour is usually influenced by demographic factors such as age. Having this information helps us understand the transportation needs for the different age brackets. Please be assured that all personal information will be collected and stored in accordance with our obligations to the Freedom of Information and Protection of Privacy ACT (FOIPPA).]

[INSERT HH MEMBERS WITH MISSING AGE AT D2a]

[INSERT NAME/NICK NAME]

[DROPDOWN]

0 to 4
5 to 9
10 to 15
16 to 17
18 to 24
25 to 34
35 to 44
45 to 54
54 to 64
65 to 74
75 and above
Decline / don't know

[ASK IF SELECTED DECLINE/DON'T KNOW AT D2b]

D2c. Unfortunately, the survey cannot proceed without an answer to this question. Demographic information such as age is crucial to transportation research. Your participation is very important, and all personal information you provide will be kept strictly confidential.

Rather than terminating the survey, would you reconsider answering this question?

If you are uncomfortable providing an exact age, I can read you a list of more general age ranges. Which of the following age ranges does **[INSERT HH MEMBERS WITH MISSING AGE AT D2B]** fall into?

(READ LIST UNTIL INTERRUPTED)

[INSERT HH MEMBERS WITH MISSING AGE AT D2b]

[INSERT NAME/NICK NAME]

1. 0 – 4 years (infant or toddler, trips will not be captured)
 2. 5 – 15 years (child or youth not eligible for driver's license)
 3. 16+ years (eligible for driver's license)
- Don't know/Refused **[SHOW FOR GROUP 2 ONLY; THANK AND TERMINATE]**

[LOOP TO NEXT PERSON IN HOUSEHOLD WITH MISSING AGE, OR CONTINUE IF COMPLETE FULL LOOP]

[SHOW ALL QUESTIONS FROM D2a1 – D2a5.2 ON ONE SCREEN FOR PERSON 1 FIRST, THEN REPEAT FOR REMAINING HOUSEHOLD MEMBERS.]

[DO NOT SHOW FOR PERSON 1 (RESPONDENT): Please answer the following questions thinking of **[INSERT PERSON NAME/NICKNAME FROM D2a].]**

[MANDATORY – ASK FOR ALL HOUSEHOLD MEMBERS]

D2a1.1 Gender Identity

IF PERSON 1 (RESPONDENT) SHOW: What is your gender identity?

IF PERSON 2-15 SHOW: What is their gender identity?

(Read list if needed)

5. Female
6. Male
7. Non-binary
8. Prefer not to answer

[MANDATORY – ASK FOR ALL HOUSEHOLD MEMBERS]

D2a5.1 Physical Disability or Condition That Limits Mobility

IF PERSON 1 (RESPONDENT) SHOW: Do you have a physical disability or condition that limits your mobility?

IF PERSON 2-15 SHOW: Does **[INSERT NAME/NICKNAME]** have a physical disability or condition that limits their mobility?

(DO NOT READ LIST)

1. Yes
2. No (no mobility challenges)
3. Don't know whether or not there is any mobility challenge

[ASK IF D2a5.1 = yes]

D2a5.2. Main Type of Mobility Assistance Used

IF PERSON 1 (RESPONDENT) SHOW: What is the main type of mobility assistance you use?

IF PERSON 2-15 SHOW: What is the main type of mobility assistance that **[INSERT NAME/NICKNAME]** uses?

(READ LIST IF NEEDED)

1. Wheelchair
2. Scooter
3. Walker
4. Cane
5. Crutches
6. Mobility challenge, but none of the above devices used

[NEW PAGE]

D7. May I please have your main or home email address? Your email will only be used for this survey. When we send an email it will be coming from survey@ipsosdiary.ca, so please don't delete it by mistake.

(DO NOT READ)

Yes **[ENTER EMAIL ADDRESS CAREFULLY AND SPELL BACK TO RESPONDENT TO CONFIRM ACCURACY USING PHONETIC ALPHABET]**

No/refused **[PROMPT WITH: "Your email will only be used for this survey. Please be assured that your contact information will be kept confidential."]**

INTERVIEWER NOTES (DO NOT READ):

IF STILL NO/REFUSE/DON'T HAVE EMAIL: “No problem. If you are still interested in participating, we can have someone call you back in the next few days to complete the survey over the phone.” **IF YES TO THIS, ENTER “OKANAGANSUPPORT@IPSOSDIARY.CA” IN THE EMAIL TEXT BOX, ENTER PREFERRED PHONE NUMBER IN PHONE NUMBER TEXT BOX AND CONTINUE.]**

[IF STILL REFUSE TO PROVIDE EMAIL AND DOES NOT WANT CALL BACK, THANK AND TERMINATE: “Unfortunately, you would need to provide us with an email address to be qualified for the survey. Thank you for your time!”]

Person	Email Address:
You (main survey contact) – [INSERT NAME]	Email address: <input type="text" value="testemail@example.com"/> Confirm email: <input type="text" value="testemail@example.com"/> Phone number: [OPTIONAL] <input type="text" value=""/>

[IF NO E-MAIL ADDRESS ENTERED AND THEY REFUSE TO PROVIDE THEM, THANK AND TERMINATE: “Unfortunately, you need to provide us with your email address to be qualified for the survey. Thank you for your time!”]

[IF EMAIL IS INCORRECT – Please enter your full email address. Example: testmail@example.com]

- D9. Would you like to receive text message (SMS) reminders about your participation?**
- 3. Yes
 - 4. No

[IF YES IS SELECTED, INSERT TEXT BOX TO ENTER PHONE NUMBER IN]
[ERROR MESSAGE TEXT: Please enter a 10-digit cellphone number.]

Thank you. You are now registered and should receive a confirmation email from survey@ipsosdiary.ca shortly.

Please check your spam folder if you don’t receive the email confirmation.

On behalf of myself, Ipsos and of City of Kelowna, City of Vernon, and the other local governments within the Regional District Central Okanagan, thank you for agreeing to take part in this important study!

(INTERVIEWER NOTE: THE INTERVIEW IS NOW COMPLETE AND YOU CAN EXIT THE BROWSER)

7.6. FAQ Page

Welcome to the 2024 Okanagan Travel Survey!

Thank you for helping us improve our transportation infrastructure and services. Understanding how people get around – by foot, bicycle, car and transit - is the first step to managing congestion and making it easier for you to get around.

[\[LINK TO DIFFERENT TOPIC AREA\]](#)



FAQs



Useful Tips



About Us



Frequently Asked Questions

[ADD HYPERLINK TO EACH QUESTION LISTED]

Study Background & Purpose

- [What is a travel survey?](#)
- [How long does it take to complete the survey?](#)
- [What kinds of questions are asked?](#)
- [How was I selected for the survey?](#)
- [Why are you collecting demographic information about my household?](#)
- [Why are you collecting information about my household's trips?](#)
- [When are you collecting data?](#)
- [Which communities are being surveyed?](#)

Survey Completion

- [Who in my household should complete the survey?](#)
- [My survey day is not a typical day for my household, should I still do the survey?](#)
- [What day of the week should I report on?](#)
- [What constitutes a trip?](#)
- [What does **NOT** count as a trip?](#)
- [How precise do locations need to be?](#)
- [How do I record multi-mode transportation trips?](#)
- [I'm a commercial driver; do I record my commercial delivery trip?](#)
- [My family member made the exact same trips as I did on our assigned travel day; do I still need to fill out their trip information?](#)

Prizes

- [Are there incentives for participation?](#)
- [Who is providing the incentives?](#)
- [Do I need to complete the entire survey to qualify for the incentive?](#)
- [What are the draw prizes?](#)
- [When will the prize winners be announced?](#)

Your Privacy

- [I'm concerned about my privacy; how confidential is the study?](#)
- [How will my information be used?](#)

Who are we (Ipsos)?

- [Who is conducting the survey?](#)
- [Who is Ipsos?](#)

Contact Information

- [How can I contact you if I have more questions?](#)

What is a travel survey?

It's simply a log or diary of the trips your household makes on a designated day.

How long does it take to complete the survey?

Approximately 10-25 minutes depending on the size of your household and number of trips. It is extremely important all your data is entered completely and accurately. You can also complete the survey by telephone with one of our support desk staff by calling us toll-free at 1-800-511-6644.

What kinds of questions are asked?

The first section of the survey contains questions about your household and the people in your household. The final section asks questions about the trips taken by every member of your household 5 years of age or older on a particular weekday (your Travel Day).

How was I selected for the survey?

Your household was selected at random from households across the Okanagan. A limited number of households are invited to join the study, so the few minutes you take to participate will have a big impact. The survey is voluntary, but to truly represent the travel behaviour of all types of residents in your neighbourhood, we hope that you will choose to participate.

Why are you collecting demographic information about my household?

Travel behaviour is usually influenced by demographic factors such as household size, age, income and employment status. Having this information helps us understand the transportation needs of the different segments of the population. Please be assured that all personal information will be collected and stored in accordance with our obligations to the Freedom of Information and Protection of Privacy ACT (FOIPPA).

Why are you collecting information about my household's trips?

Having accurate information on the travel patterns of residents will enable transportation planners to assess current transportation needs, identify trends and develop transportation strategies and improvements. The City of Kelowna, City of Vernon, and the other local governments in the Central Okanagan area relies on Okanagan Travel Survey data to monitor and analyze trends and patterns in how people and goods move in the region as a result of growth and development. The data helps to inform regional policy and decision-making.

When are you collecting data?

We are collecting data from October to November 2024.

Which communities are being surveyed?

We are surveying residents from Kelowna, Vernon, West Kelowna, Westbank First Nation, Lake Country, Peachland, and electoral areas in the Regional District of Central Okanagan.

Who in my household should complete the survey?

We encourage everyone aged 16+ to complete the survey themselves. However, if that person is not available, we ask that the person most familiar with the daily travel habits of each member of your household completes the survey.

My survey day is not a typical day for my household, should I still do the survey?

Yes, it is fine if that day is not typical for your household. In fact, we need to include these types of days in our survey.

What day of the week should I report on?

We are interested in your travel on the most recent previous weekday. It is important that you provide a snapshot of what you actually did on that day, even if it was not a typical day, or even if you did not travel.

What constitutes a trip?

A trip is a one-way journey from one location to a destination for a single purpose. A trip may include more than one mode of travel, such as walking and transit.

- It is important to report all trips taken for transportation (not recreation or leisure), even for a short distance, on foot for instance.
- If you stopped off on your way to somewhere else, such as to drop off a child at school or pick up a coffee, then that journey would be two trips. The return portion of a journey is also considered a separate trip.
- Report all trips, whether made by walking, car, truck, bicycle, transit or any other mode of travel.
- If you are employed, report your trips for business meetings and work-related purposes. Unless you are a commercial driver (see note below).
- If you are employed and work from more than one location in a given day (e.g., you make house calls or site visits), the journey to and from these locations would count as a trip.

What *does NOT* count as a trip?

Here are some examples of activities you should not include:

- Walking the dog around the block and returning to the same place.

- Jogging around the neighbourhood and returning to the same place. (However, if you jog to work, please report jogging to work as a trip to work.)
- Walking between a parking lot and your destination
- Walking between classes on campus or within the same building complex, such as an office
- Travelling completely outside of the Okanagan region

How precise do locations need to be?

We will ask you where you travelled to. Please try to describe locations as precisely as possible, to the accuracy of street address. Use the Google Map provided to search for a specific business or place, or double click on the map to set a ‘pushpin’ marker. You can drag the marker to the exact location. If possible, try to avoid placing markers at intersections – drag them to your actual destination.

The confidentiality of any information collected is protected under the provisions of the Act. Any information obtained from each household is processed, stored, and used in a form that does not permit any particular household to be identified. Click here to see our [Privacy Statement](#).

How do I record multi-mode transportation trips?

All transportation modes used for a single trip should be recorded. Please record the transportation modes used from first to last.

If you used more than 3 modes of transportation, please record the additional mode(s) in the “other specify” category.

I’m a commercial driver, do I record my commercial delivery trip?

We understand that it would be very difficult for commercial drivers to record all their trips and we certainly don’t expect them to do so.

If you or someone in your household is a commercial driver (bus driver, rideshare or taxi driver, courier, traveling salesman): You do not have to tell us about the all the work trips made for commercial deliveries, or while driving a taxi or bus. But please report the following:

- The first trip to where the workday started (terminal, office) or the first delivery or stopping point if the delivery/work schedule started directly from home.
- The final work-related stop, if it is different from the one above.
- A return trip to your home or other non-work-related location at the end of the workday.
- All personal trips by any mode of travel.

My family member made the exact same trips as I did on our assigned travel day; do I still need to fill out their trip information?

Yes, every member of your household 5 years of age or older would need to complete a separate travel survey with all the trips recorded.

Are there incentives for participation?

Households that complete the survey will receive a \$5 gift card to Amazon or Starbucks, or they can choose to donate the value of the gift card to United Way. Each household that completes the survey is eligible to enter a prize draw. You could win:

- One \$1,000 Visa gift card;
- One of 4 \$250 Visa gift cards;
- One of 10 \$100 Visa gift cards

Your chances of winning a prize are approximately 1 in 380. A total of \$3,000 in prizes will be awarded. The prize draw is administered by Ipsos and will be drawn once the survey administration period is completed.

Who is providing the incentives?

Prizes are administered and procured by Ipsos as an incentive to complete the survey as a regular course of business.

Do I need to complete the entire survey to qualify for the incentive?

Yes, all members of your household 5 years of age or older must answer all questions and complete the survey for the assigned survey day to be qualified for the incentive.

What are the draw prizes?

Upon completion of the survey, your household will be entered to win:

- One \$1,000 Visa gift card;
- One of 4 \$250 Visa gift cards;
- One of 10 \$100 Visa gift cards

Your chances of winning a prize are approximately 1 in 380. A total of \$3,000 in prizes will be awarded.

When will the prize winners be announced?

January 2025

Please click [here](#) *[INSERT HYPERLINK]* for the contest rules.

I'm concerned about my privacy; how confidential is the study?

Protecting your privacy is very important to us. Ipsos is a market research leader with long standing associations with the Marketing Research and Intelligence Association (MRIA). We will never try to sell you anything and will use the information you provide only for research purposes. Your contact information will be permanently deleted once the survey is concluded. Click here to view our [Privacy Statement](#).

How will my information be used?

Your survey responses will be combined with others' responses before they are analysed. All the data we collect from the survey are used for statistical and classification purposes only and will NEVER be shared or sold on an individual basis.

Who is conducting the survey?

The partner agencies (City of Kelowna, City Vernon, and the other local governments within the Regional District Central Okanagan) have contracted Ipsos, an independent global market research company to conduct the survey.

Who is Ipsos?

Ipsos is a global market research company. We have offices in 90 countries. We provide a wide range of research services (both quantitative and qualitative) to meet all types of marketing and opinion research needs. To learn more about Ipsos, please visit our website at www.ipsos.ca.

How can I contact you if I have more questions?

- If you would prefer to complete the survey by telephone, please call 1-800-511-6644 (toll free).
- You may also call the number above for assistance with the online survey, or e-mail us at okanagansupport@ipsosdiary.ca
- If you wish to validate the authenticity of this survey you may contact
 - Suzanne Therrien, City of Kelowna, stherrien@kelowna.ca, 250-469-8591
 - Anne Huisken, City of Vernon, AHuisken@vernon.ca, 250-550-7831
- For more information about this study, please visit <https://www.rdco.com/transportation>



About Us

Ipsos is a global market research company. We have offices in 90 countries. We provide a wide range of research services (both quantitative and qualitative) to meet all types of marketing and opinion research needs. To learn more about Ipsos, please visit our website at www.ipsos.ca.

7.7. Useful Tips

Useful tips for completing the travel diary section:

You can fill out the survey on your computer, tablet or mobile device.

What is a trip? A trip is a one-way journey from one location to a destination for a single purpose. A trip may include more than one mode of travel, such as walking and transit.

- It is important to report all trips taken for transportation (not recreation or leisure), even for a short distance, on foot for instance.
- If you stopped off on your way to somewhere else, such as to drop off a child at school or pick up a coffee, then that journey would be two trips. The return portion of a journey is also considered a separate trip.
- Report all trips, whether made by walking, car, truck, bicycle, transit or any other mode of travel.
- If you are employed, report your trips for business meetings and work-related purposes. Unless you are a commercial driver (see note below).
- If you are employed and work from more than one location in a given day (e.g., you make site visits), the journey to and from these locations would count as a trip.

What does NOT count as a trip? Here are some examples of activities you should not include:

- Walking the dog around the block and returning to the same place.
- Jogging around the neighbourhood and returning to the same place. (However, if you jog to work, please report jogging to work as a trip to work.)
- Walking between a parking spot and your destination (i.e.. At a shopping mall)
- Walking between classes on campus or within the same building complex, such as an office
- Travelling completely outside of the Okanagan region

If you or someone in your household is a commercial driver (bus driver, rideshare or taxi driver, courier, traveling salesman): You do not have to tell us about the all the work trips made for commercial deliveries, or while driving a taxi or bus. But please report the following:

- The first trip to where the workday started (terminal, office) or the first delivery or stopping point if the delivery/work schedule started directly from home.
- The final work-related stop, if it is different from the one above.
- A return trip to your home or other non-work-related location at the end of the workday.

- All personal trips by any mode of travel.

How precise do locations need to be? We will ask you where you travelled to. Please try to describe locations as precisely as possible, to the accuracy of street address. Use the Google Map provided to search for a specific business or place, or double click on the map to set a 'pushpin' marker. You can drag the marker to the exact location. If possible, try to avoid placing markers at intersections – drag them to your actual destination.

The confidentiality of any information collected is protected under the provisions of the Act. Any information obtained from each household is processed, stored, and used in a form that does not permit any particular household to be identified. Click here to see our Privacy Statement.

Travel by multiple modes of transportation:

- All transportation modes used for a single trip should be recorded. Please record the transportation modes used from first to last.
- If you used more than 3 modes of transportation, please record the additional mode(s) in the "other" specify category.

For more information about this survey, please visit the FAQ page <https://ipsosdiary.ca/okanagan/FAQ>.

7.8. Privacy Statement

SURVEY PRIVACY STATEMENT

[available anywhere there is a link to the [Privacy Statement](#)]

The survey team is dedicated to protecting the privacy of its participants.

Collection of information for the survey is being undertaken in accordance with Sections 26 through 36 of BC's Freedom of Information and Protection of Privacy Act (FOIPPA). The confidentiality of any information collected is protected under the provisions of the Act.

Any information obtained from each household is processed, stored, and used in a form that does not permit any particular household to be identified. Names, addresses, and phone numbers are deleted from the data file at the conclusion of the survey's data collection phase.

Ipsos, a global market research company, is conducting the survey data collection under the direction of the City of Kelowna, City of Vernon, and the Regional District of Central Okanagan on behalf of other partner agencies (including the City of West Kelowna; Westbank First Nation, and the districts of Lake Country and Peachland) and with the highest standards of the protection of privacy and confidentiality. Click here for a link to the company's Privacy Policy [**EMBEDDED URL:** <https://www.ipsos.com/en-ca/about-us/privacy-data-protection>].

7.9. Email Reminders

Acknowledgement Email

Condition: Cell recruits only; sent in real time

From: 2024 Okanagan Travel Survey survey@ipsosdiary.ca

Subject Line: Thank you for agreeing to take part

Text:

Dear %name%,

Thank you for agreeing to participate in the 2024 Okanagan Travel Survey.

To complete the survey, please click on the following link: **INSERT SURVEY LINK**

Your Household PIN # is %id%

Your password is %password%

Once you finish providing your household information, you will be assigned a Travel Day and will be asked to provide travel information for all members of your household 5 years of age or older. You can then follow the on-screen prompts to select your household incentive and submit your survey answers.

A friendly reminder that your household will receive a \$5 gift card and a chance of winning up to \$1,000 in cash prizes upon completion of the survey!

Your household participation is important. Thank you once again.

FOOTER:

Questions? Call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.

For more information, please visit FAQ: <https://ipsosdiary.ca/okanagan/FAQ>.

Click here if you would no longer like to receive emails from us
<https://ipsosdiary.ca/survey/unsubscribe.php?pin=%pin%>.

Household Completion Reminder Email

Condition: Provided email address at D7 but household completion = 0; 2 days of inactivity

From: 2024 Okanagan Travel Survey survey@ipsosdiary.ca

Subject Line: Reminder to complete your travel survey

Text:

Dear %name%,

Thank you for starting the 2024 Okanagan Travel Survey.

We value your participation and encourage you to complete the survey. To do so, please click on the following survey link to return to where you left off: **INSERT SURVEY LINK**

Your Household PIN # is %id%

Your password is %password%

Once you have completed the survey, you can follow the on-screen prompts to select your household incentive and submit your survey answers.

A friendly reminder that your household will receive a \$5 gift card and a chance of winning up to \$1,000 in cash prizes upon completion of the survey!

Your household participation is important. Thank you once again.

FOOTER:

Questions? Call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.

For more information, please visit FAQ: <https://ipsosdiary.ca/okanagan/FAQ>.

Click here if you would no longer like to receive emails from us
<https://ipsosdiary.ca/survey/unsubscribe.php?pin=%pin%>.

Trip Section Reminder Email

Condition: If completion status = 0-6, 2 days after being assigned a travel date

From: 2024 Okanagan Travel Survey survey@ipsosdiary.ca

Subject: Reminder to complete your travel survey

Text:

Dear %name%,

Our records indicate that you have not yet recorded all of your household's trips for your Travel Day, %diarydate%.

To complete the survey please return to your original survey link: **INSERT SURVEY LINK**

A reminder that your household PIN is: **[INSERT HOUSEHOLD PIN]** and your password is **INSERT PASSWORD**.

Once you have provided the travel information for all members of your household 5 years of age or older, you can follow the on-screen prompts to select your household incentive and submit your survey answers.

A friendly reminder that your household will receive a \$5 gift card and a chance of winning up to \$1,000 in cash prizes upon completion of the survey!

Your household participation is important. Thank you once again.

Footer:

Questions? Call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.

For more information, please visit FAQ: <https://ipsosdiary.ca/okanagan/FAQ>.

Click here if you would no longer like to receive emails from us
<https://ipsosdiary.ca/survey/unsubscribe.php?pin=%pin%>.

Thank You Email

Condition: When respondent selects “Submit” on last page of survey

From: 2024 Okanagan Travel Survey survey@ipsosdiary.ca

Subject: Thank you!

Text:

Dear %name%,

Thank you for taking part in this important study! This is confirmation that we have received your survey answers and you have concluded the survey.

Your household will receive an electronic \$5 gift card by email and a chance of winning up to \$1,000 in cash prizes!

The prize draw will take place in January 2025. You will be contacted by email or phone if you are one of the lucky winners. Good luck!

Thank you once again for participating in this study.

Survey results will be published in 2025 here: <https://www.rdco.com//transportation>

Footer:

Questions? Call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.

For more information, please visit FAQ: <https://ipsosdiary.ca/okanagan/FAQ>.

Click here if you would no longer like to receive emails from us
<https://ipsosdiary.ca/survey/unsubscribe.php?pin=%pin%>.

Second Chance Email

Condition: If completion status = 0-6, 5 days after being assigned a travel date

From: 2024 Okanagan Travel Survey survey@ipsosdiary.ca

Subject: We're still counting on you

Text:

Dear %name%,

We have missed you!

Our records indicate you have not yet recorded all of your household's trips, but we would still like you to participate in the survey. Note that it is fine if the assigned Travel Day was not reflective of your household's typical travel behaviour because we would like to include a cross-section of households in our study – for example, those who traveled a lot on their assigned day and those who stayed home because they had no errands, were sick or worked from home.

- Option 1: To check the completion status of your household members or to complete the **survey using your original Travel Day**, %diarydate%, please click here: **INSERT SURVEY LINK**
- Option 2: Alternatively, if you would like to be assigned a **new Travel Day**, you can do so by clicking on this link: **INSERT LINK**

Please note if you choose Option 2 you will lose any trip information you've previously entered for your original Travel Day.

If you are having technical issues or require assistance to complete the survey, please click here to contact the Support Desk: **LINK TO OPEN NEW EMAIL ADDRESSED TO OKANAGANSUPPORT@IPSOSDIARY.CA.**

A friendly reminder that your household will receive a \$5 gift card and a chance of winning up to \$1,000 in cash prizes upon completion of the survey!

Your household participation is important. Thank you once again.

FOOTER:

Questions? Call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.

For more information, please visit FAQ: <https://ipsosdiary.ca/okanagan/FAQ>.

Click here if you would no longer like to receive emails from us
<https://ipsosdiary.ca/survey/unsubscribe.php?pin=%pin%>.

Final reminder

From: 2024 Okanagan Travel Survey survey@ipsosdiary.ca

Subject: Last Chance! Okanagan Travel Survey Upcoming Deadline

Text:

Dear %name%,

You are receiving this email because our records indicated you started the 2024 Okanagan Travel Survey. Please note that the survey will close on **Friday, November 8th at 12:00pm (noon) PST.**

If you would still like to complete the survey, please return to your original survey link: **INSERT SURVEY LINK.**

Your household PIN is: **INSERT HOUSEHOLD PIN** and your password is **INSERT PASSWORD.**

A friendly reminder that your household will receive a \$5 gift card and a chance of winning up to \$1,000 in cash prizes upon completion of the survey!

Your household participation is important. Thank you once again.

Footer:

Questions? Call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.

For more information, please visit FAQ: <https://ipsosdiary.ca/okanagan/FAQ>.

Click here if you would no longer like to receive emails from us
<https://ipsosdiary.ca/survey/unsubscribe.php?pin=%pin%>.

35_Last Chance Incentive Reminder:

Condition: If completion status = 7

Timing: Once – Tuesday, Nov 8

To: Household lead

From: 2024 Okanagan Travel Survey survey@ipsosdiary.ca

Subject: Last chance to pick your gift card!

Text:

Dear %name%,

Thank you for participating in the 2024 Okanagan Travel Survey!

Our records indicate that you have not yet selected your gift card (your choice of Starbucks or Amazon) or charitable donation (United Way).

Please click here to select your preferred gift card or charity: **Insert link to C1**

The deadline to make your selection is **11:59PM Pacific Standard Time (PST) on Sunday, November 17th, 2024**. If you select a gift card, it will be sent to your email address on file within 4 weeks.

Your household participation is important. Thank you once again.

7.10. SMS Text Reminders

Acknowledgement Text

Message Specs	Units	
Number of respondents	420	
Reminders per respondent	1	
Characters per message	600	
Message Timing	Send Date	
Message 1	Automatically after registering with CATI team (after D9)	
Message Wording	Revised Messages for Main	Sent to Stream 1 (templateID=100)
Message 1: Acknowledgement Text (Initial Registration with CATI)	<p>Hi [NAME]! Thank you for agreeing to participate in the 2024 Okanagan Travel Survey.</p> <p>To complete the survey, please click on the following link: [INSERT SURVEY LINK].</p> <p>Your Household PIN # is %id%</p> <p>Your password is %password%</p> <p>A friendly reminder that your household will receive a \$5 gift card and a chance of winning up to \$1,000 in cash prizes upon completion of the survey!</p>	
Message 2: Auto Reply For "Responders"	Thank you for contacting Ipsos. This conversation isn't monitored. Please call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.	Any repliers (Excluding "Opt-Out" responders)
Sample Files - Via SQL	Content	Condition
Message 1	Every household lead who has registered and opted in to SMS text reminders at D9 in the online survey	
Message 2	Any respondents that reply to text messages with something other than Opt-Out Response	Any repliers to message 1 - Excluding "Opt-Out" responders

Reminder Text

Message Specs	Units	
Number of respondents	420	
Reminders per respondent	1	
Characters per message	600	
Message Timing	Send Date	
Message 1	If completion status = 0-6, 2 days after being assigned a travel date	
Message Wording	Revised Messages for Main	Sent to Stream 2: TemplateID=102
Message 1: Reminder Text (ONLINE ONLY)	<p>Hi [INSERT NAME]. Our records indicate that you have not yet recorded all of your household's trips for your Travel Day, %diarydate%.</p> <p>To complete the survey please return to your original survey link: INSERT SURVEY LINK</p> <p>A reminder that your household PIN is: [INSERT HOUSEHOLD PIN] and your password is INSERT PASSWORD].</p> <p>A friendly reminder that your household will receive a \$5 gift card and a chance of winning up to \$1,000 in cash prizes upon completion of the survey!</p>	
Message 2: Auto Reply For "Responders"	Thank you for contacting Ipsos. This conversation isn't monitored. Please call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca.	Any repliers (Excluding "Opt-Out" responders)
Sample Files - Via SQL	Content	Condition
Message 1	Every household lead who has registered and opted in to SMS text reminders at D9 in the online survey - TEXT ONLY	
Message 2	Any respondents that reply to text messages with something other than Opt-Out Response	Any repliers to message 1 - Excluding "Opt-Out" responders








Thank You Text

Message Specs	Units	
Number of respondents	420	
Reminders per respondent	1	
Characters per message	600	
Message Timing	Send Date	
Message 1	After respondent hits 'submit' on last survey page	
Message Wording	Revised Messages for Main	Sent to templateID=105
Message 1: Thank You Text	<p>Dear %name%,</p> <p>Thank you for taking part in this important study! This is confirmation that we have received your survey answers and you have concluded the survey.</p> <p>Your household will receive an electronic \$5 gift card by email and a chance of winning up to \$1,000 in cash prizes!</p> <p>The prize draw will take place in January 2025. You will be contacted by email or phone if you are one of the lucky winners. Good luck!</p> <p>Thank you once again for participating in this study.</p> <p>Survey results will be published in 2025 here: https://www.rdc.com//transportation</p>	
Message 2: Auto Reply For "Responders"	Thank you for contacting Ipsos. This conversation isn't monitored. Please call us toll-free at 1 (800) 511 6644 (Weekdays: 9am to 5pm) or email us at okanagansupport@ipsosdiary.ca .	Any replyers (Excluding "Opt-Out" responders)
Sample Files - Via SQL	Content	Condition
Message 1	Every household lead who has registered and opted in to SMS text reminders at D9 in the online survey	
Message 2	Any respondents that reply to text messages with something other than Opt-Out Response	Any replyers to message 1 - Excluding "Opt-Out" responders

7.11. Online Survey Examples

[TRAVEL DAY LANDING PAGE]

2024 Okanagan Travel Survey



To ensure accurate recollection, please use on **Thursday, November 7** as your Travel Day.

You will be asked to provide information about local trips that your household made on **Thursday, November 7** during the 24-hour period between 4:00am on **Thursday, November 7** and 4:00am **the next day**, whether for work, school, shopping or any other purpose.

This section will have a series of questions for each separate trip. We will only ask for trip details for children 5 years of age or older.

To fill out a household member's travel diary, please click on the person's name in the table below:

A, 44 years old

Fill out Travel Day

Trip Diary Status
?

Trip Confirmed
?

← Back

[TRAVEL DAY INFORMATION PAGE]

2024 Okanagan Travel Survey



Travel information for: **A** age **44** on **Thursday, November 7.**

A started the day at home. Where did they go next?

Please enter a location by typing in the exact address or closest intersections/landmark in the text box below.

For common locations such as home, school or work locations, please use the shortcuts from the dropdown provided.

Add the approximate trip time (the clock icon ⌚), trip mode (vehicle icon 🚗), trip purpose (question mark icon ?) and number of passengers if driver (people icon 👤)

When all trip details have been added for the day, please select "Nowhere – no other trips taken until 4am the next morning" from the final location dropdown to proceed.

04:00 AM

Home

⌚ 🚗 ? 👤

Kelowna City Hall, Water Street, Kelowna, BC, Canada

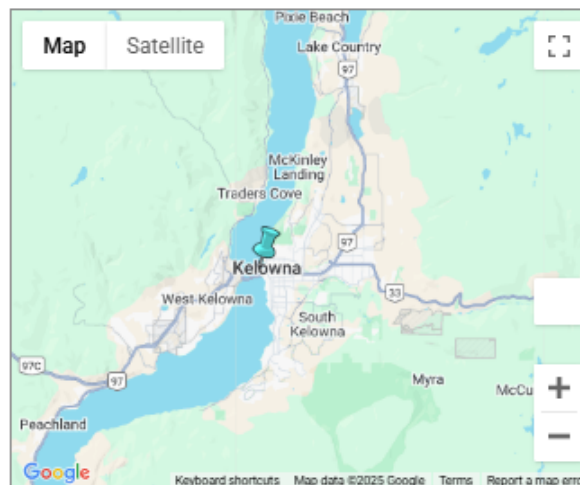
⌚ 🚗 ? 👤

Home

⌚ 🚗 ? 👤

Nowhere, no other trips taken until 4am the next morning

⌚ 🚗 ? 👤



Note: For trips requiring air travel, please report the trip to the airport, but do not report any subsequent trips by airplane.

After the location is confirmed, enter all the locations that were visited on this day OR click on the icons to fill in details about each trip. Please hover over each icon for more information.

← Back

Save for Later

Next →

[TRIP DEPARTURE AND ARRIVAL TIME]



Please enter the start and end time for the following location that **A** travelled to and from.

Please provide your best guess if you cannot give the exact time.

Left **Home** at:

hh	mm	AM
<input type="text"/>	<input type="text"/>	<input type="text"/>
		PM

Arrived at **Kelowna City Hall, Water Street, Kelowna, BC, Canada** at:

hh	mm	AM
<input type="text"/>	<input type="text"/>	<input type="text"/>
		PM

Please be sure to check AM or PM was selected correctly when entering start and end times.

Save

[TRAVEL DAY SUMMARY LOG]

2024 Okanagan Travel Survey



S1.P1. Thank you for providing information on your household's travel day!

Please carefully review the summary of your travel day below. If any of the information is not recorded properly, or you missed a trip (such as stopping for gas, going to a drive-through, picking up or dropping someone off), you can edit the summary in the text box below.

(Note: ⚠ indicates that there are data inconsistencies that we have detected that may or may not be true. You can hover over the icon to review the message and correct them as needed.)

Travel Day Summary:

Start of Day:

Description

A, age 44 was at Home at 4:00am on Thursday, November 7.

Is this correct?

Trip 1

Description

They left Home at 10:00 AM and arrived at Kelowna City Hall, Water Street, Kelowna, BC, Canada at 10:15 AM for shopping. They went there by Auto - passenger.

Is this correct?

Trip 2

Description

They left Kelowna City Hall, Water Street, Kelowna, BC, Canada at 11:00 AM and arrived at Home at 11:15 AM to return home. They went there by Auto - passenger.

Is this correct?

End of Day:

Description

They stayed at Home until 4am the next morning.

Is this correct?

Next →