



UBC Okanagan Transportation Plan

Phase 2: Public Engagement Summary Report

October 2021



THE UNIVERSITY OF BRITISH COLUMBIA

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Engagement Summary

Overview

[The Transportation Plan](#) will play a critical role in supporting the evolution of the campus and community wellbeing, and in addressing climate change, through strategies that make it more convenient, affordable and sustainable to get to, from and around campus. Successful implementation of the Plan will result in a dramatically reduced need for additional parking spaces on campus and reduced greenhouse gas emissions from commuting.

Phase 2 of public engagement was held September 15 – October 6, 2021 and was an important step in finalizing UBC Okanagan's Transportation Plan. We collected feedback from the campus community on the Transportation Plan's suite of sustainable transportation strategies, including advocating for better public transit and improving active transportation amenities and infrastructure.

Planning Context

The UBC Okanagan Transportation Plan will be a high-level roadmap for meeting the transportation needs of the UBC Okanagan community through 2040. It describes the University's Vision for the future of transportation at UBC Okanagan and articulates related objectives, targets, strategies and actions.

Strategies and actions considered for the Plan were evaluated based on how effective they are at advancing the Plan's objectives, as well as their relative cost and feasibility of implementation. The result is a suite of strategies and supportive actions that advances these objectives most effectively over time and, ultimately, achieves the Plan Vision.

Compared with a "Business-As-Usual" scenario, the Plan will reduce total trips to and from campus and ensure that most of the growth in trips expected in the coming decades occurs via active and sustainable modes (e.g. walking, cycling and transit).

Engagement Activities

The UBC Okanagan Transportation Plan Phase 2 of public engagement was held September 15 – October 6, 2021. Over **525 community members** participated through an online survey and virtual public open house. There were also two pop-up events held in person on the Okanagan campus.

Online survey

The online survey was a chance for the wider community to submit feedback on the draft plan.

Virtual Open House

The virtual public open house was held on September 28, 2021 over [Zoom](#) and was a drop-in style event where participants met for a presentation and Q&A with UBC staff and the planning project team.

Pop-ups

Four pop-up events were held to provide an informal opportunity for the community to learn more about the Transportation Plan engagement process, and to raise awareness about the online survey.

What We Heard

Through our online survey and virtual open house, we collected feedback from participants about the Plan's ten high-impact strategies, as well as additional ideas for how the University can support the community in shifting to more sustainable transportation options. We also welcomed participants to submit any other insights on the draft Transportation Plan in its entirety.

Ten High-Impact Strategies

Survey respondents were asked to rank the ten high-impact strategies from the Transportation Plan in order to better understand the levels of support behind each strategy. Different groups at UBC Okanagan ranked their top three strategies slightly differently from each other, however "Advocate for Improved Public Transit" was the top strategy across all survey participants:

- **Students Top Three Strategies:**
 - (1) Advocate for Improved Transit Service
 - (2) Establish a Funding Mechanism for Sustainable Transportation Programs and Initiatives
 - (3) Update Parking Pricing Model
- **Staff Top Three Strategies:**
 - (1) Advocate for Improved Transit Service
 - (2) Offer a Staff and Faculty Transit Pass
 - (3) Strengthen Support for Remote Working
- **Faculty Top Three Strategies:**
 - (1) Advocate for Improved Transit Service
 - (2) Enable and Incentivize Active Transportation and Transit
 - (3) Offer a Staff and Faculty Transit Pass

The following themes emerged from survey responses related to why participants chose their top three strategies:

- Advocating for improved public transit to avoid long wait times and low frequency and overcrowding of buses
- Incentivizing more people to take the bus and stop driving alone
- Sustainability and sustainable transportation are important to them
- Parking is currently too expensive
- Desire for discounts and incentives for individuals
- Need additional cycling infrastructure for convenience and safety
- Remote working and learning are a simple way to reduce emissions and crowding on buses

Additional University Support

Feedback was also collected about how the University could support the community in shifting towards sustainable transportation options in addition to the ten high-impact strategies. The following top themes emerged in response to this question:

- **More frequent and direct bus routes** was the top theme heard by a very large margin. We heard very strong support for improving the regional public transit network in order to help people transition away from driving alone, in addition to convenience, ease and safety.
- The second top theme was about **creating incentives for using sustainable transportation** options, notably in relation to carpooling, ride share programs, bike rental programs, bike discounts, and cheaper public transit fees and passes.
- The theme of **safety** was heard in relation to cycling and walking infrastructure, such as the need for protected bike paths on Glenmore Road or lighting on the Pine Trail up to the Quail Ridge neighbourhood.
- **Additional biking and pedestrian infrastructure** was heard as a top theme, specifically around secure bike parking, and adding additional biking and walking trails on campus and connecting the campus to Kelowna.
- A final theme heard from survey respondents was about offering resources and support to **educate the UBC Okanagan community about the sustainable transportation options available**. Ideas for how to do this included creating transit plans for different surrounding neighbourhoods and social media campaigns about how to load your bike onto the bus.

How Feedback Will be Used

Feedback from Phase 2 of public engagement on the Draft UBC Okanagan Transportation Plan, in combination with further technical work, will inform the final Transportation Plan that will be presented to UBC leadership in late 2021.

Appendix I – Engagement Process

Engagement Process

The UBC Okanagan Transportation Plan Phase 2 Public Engagement was held September 15 – October 6, 2021. Community members participated through an online survey, virtual public open house and in-person pop-up events.

This consultation process was guided by Campus Planning’s [Engagement Principles](#). These principles define how we engage the public and campus community in an open conversation about the design, implementation and conclusion of our public engagement.

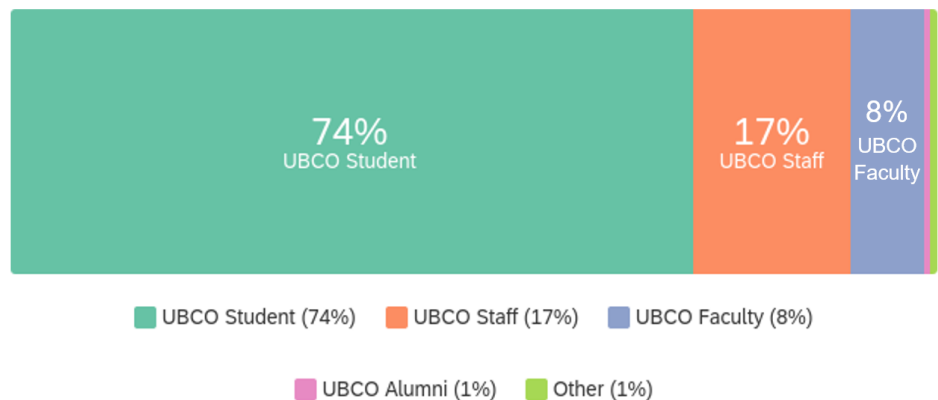
In total, over **525 people participated** in this consultation, either attending the open houses and/or completing the online survey. This resulted in over **710 pieces of verbatim feedback collected**. Our engagement summary is as follows:

- **8 people** attended a virtual public open house via Zoom.
- **452 people** took the online survey.
- Over **65 people** participated in four pop-up events held on campus.
- Over **710 pieces of verbatim feedback** were collected from the open house and survey.

Copies of the online survey and the verbatim feedback collected from the survey are provided in Appendix III and IV respectively.

Online Survey

The online survey was a chance for the wider community to submit feedback on the draft plan. The majority of survey respondents were students (74%) and staff (17%).



Virtual Open House

The virtual public open house was held on September 28, 2021 over [Zoom](#) and was a drop-in style event where participants met for a presentation and Q&A with UBC staff and the planning project team.

Pop-up Events

Four pop-up events were held in-person on campus during the public engagement period to raise awareness about the Transportation Plan engagement process. Details about each event are as follows:

- September 21st: 11:30am - 1:00pm outside of the University Centre
- September 27th: 12:00pm - 1:30pm outside of the Campus Administration Building

- September 28th: 7:00am - 9:00am as part of Go-By-Bike Week in the Arrival Plaza
- October 5th: 10:30am - 1:00pm as part of the UBC Okanagan Farmers Market on University Way

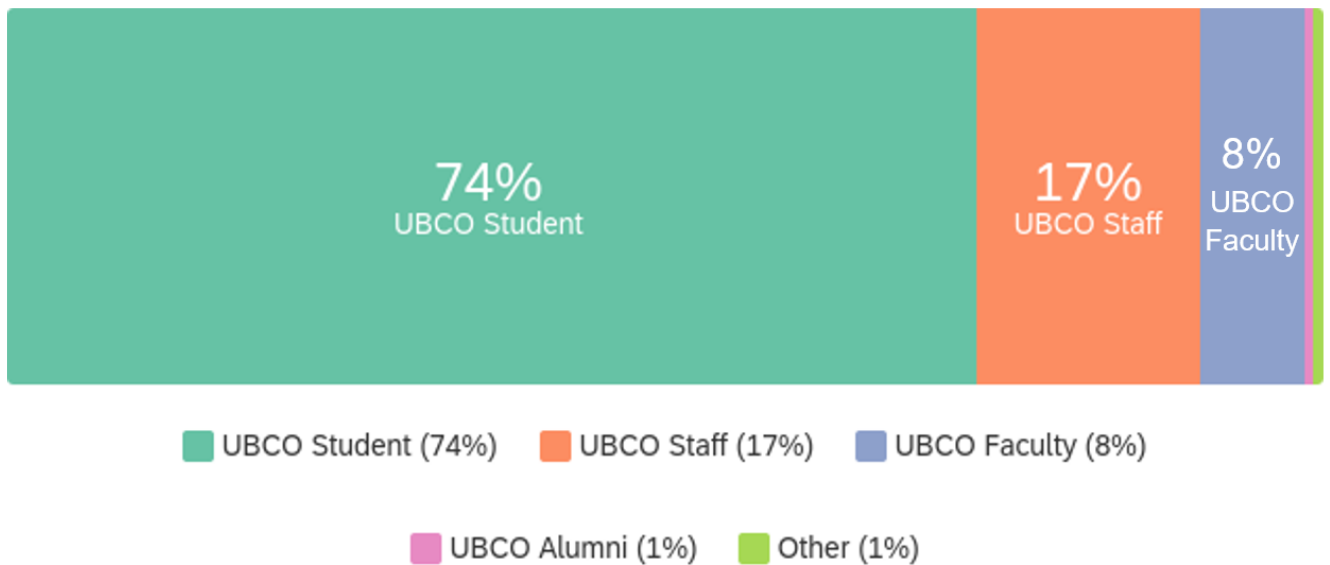
Appendix II – Detailed Survey Results

This section outlines what we heard from the 452 people that took the Transportation Plan Phase 2 Public Engagement online survey that was conducted between September 15 – October 6, 2021.

We collected both qualitative and quantitative feedback through the online survey. The qualitative verbatim responses collected were reviewed and themed according to the sentiment of each comment. Top themes are described in the sections below. These include themes with an occurrence rate of 5% or more of the total number of comments for each question.

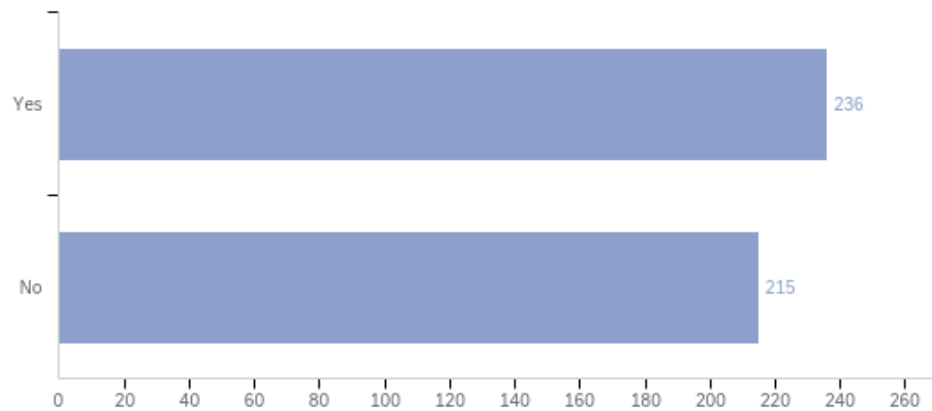
Section 1: Tell Us About Yourself

1. What is your primary connection to UBC Okanagan?

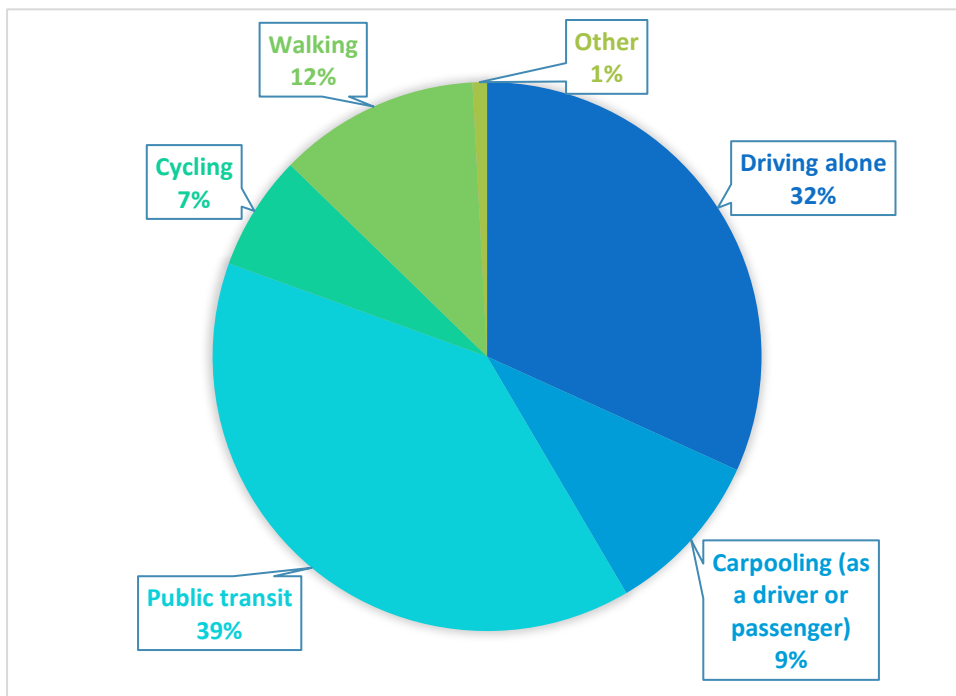


2. Prior to the COVID-19 pandemic, did you spend your days on the UBC Okanagan campus (i.e. before March 2020)?

Note: Based on the survey response, it is evident that almost half of survey respondents have either enrolled or joined employment at UBC Okanagan subsequent to the COVID-19 pandemic (i.e. after March 2020).



3. If yes, what was your primary mode of travel to and from campus prior to the pandemic?



Section 2: Transportation Plan High Impact Strategies

4. Click and drag the ten high impact strategies below to organize them in order from most important to least important from your perspective (1 = most important, 10 = least important).

Note: There was very high variability in results for this question, with some exceptions for the 1st most important and 10th most important slots. This provides evidence that there was limited consensus among respondents for which strategies were most or least important.

See results summarized for the Top 3 strategies below, and the full graphic representation of results for this question on the next page.

Overall Top 3 Strategies: 368 respondents

1. Advocate for Improved Transit Service: 53% put in their Top 3
2. Establish a Funding Mechanism for Sustainable Transportation: 35% put in their Top 3
3. Enable and Incentivize Active Transportation and Transit: 34% put in their Top 3

UBCO Students: 265 respondents

1. Advocate for Improved Transit Service: 53% put in their Top 3
2. Establish a Funding Mechanism for Sustainable Transportation: 39% put in their Top 3
3. Update Parking Pricing Model: 37% put in their Top 3

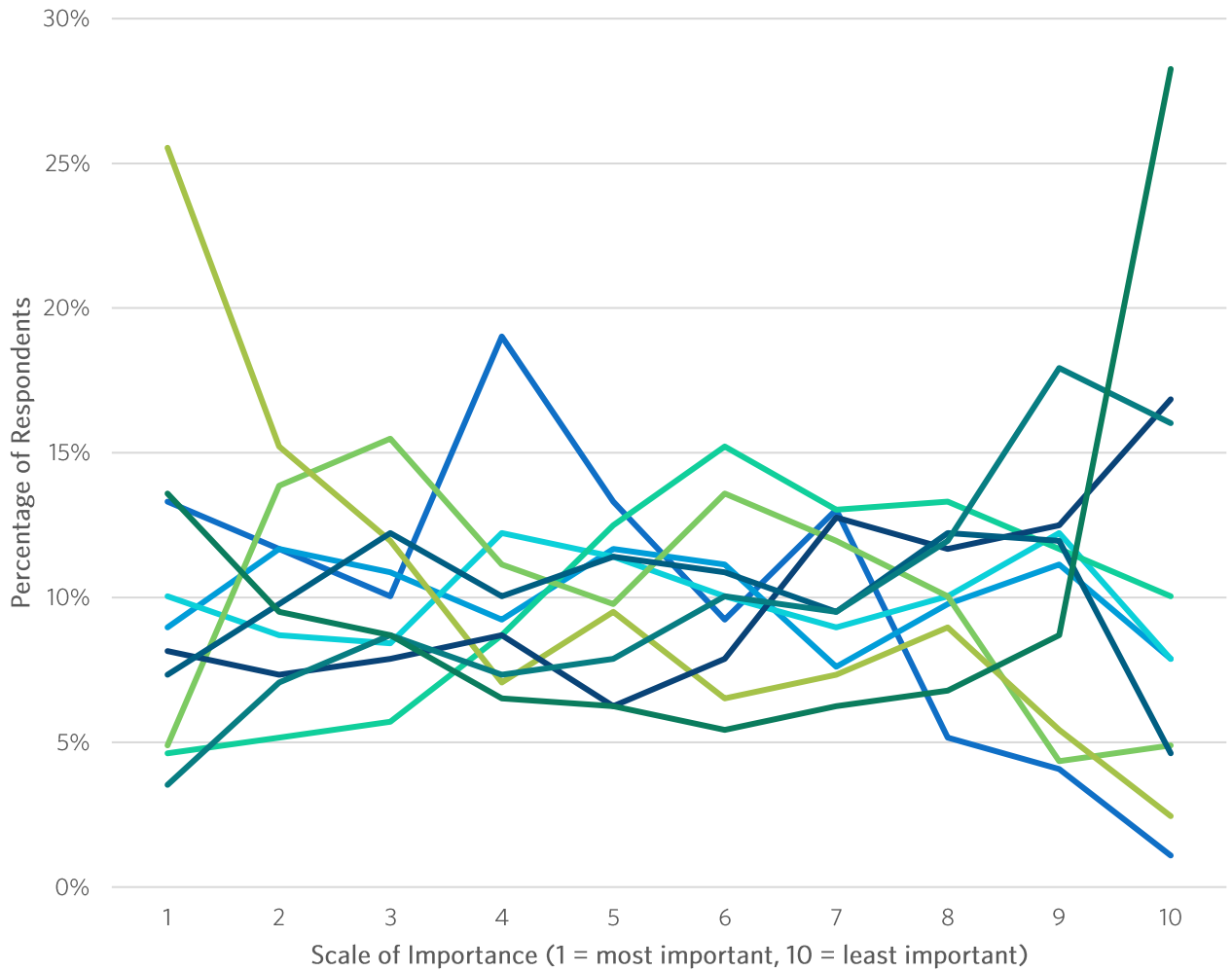
UBCO Staff: 65 respondents

1. Advocate for Improved Transit Service: 55% put in their Top 3
2. Offer a Staff and Faculty Transit Pass: 54% put in their Top 3
3. Strengthen Support for Remote Working: 43% put in their Top 3

UBCO Faculty: 32 respondents

1. Advocate for Improved Transit Service: 47% put in their Top 3
2. Enable and Incentivize Active Transportation and Transit: 41% put in their Top 3
3. Offer a Staff and Faculty Transit Pass: 35% put in their Top 3

Ranking of the Ten High Impact Strategies



- Establish a Funding Mechanism for Sustainable Transportation Programs and Initiatives
- Strengthen Support for Remote Working
- Strengthen Support for Online Learning, Teaching and Research
- Establish a Sustainable Transportation Program Office
- Enable and Incentivize Active Transportation and Transit
- Advocate for Improved Transit Service
- Offer Staff and Faculty Transit Pass
- Improve Pedestrian and Cycling Connections
- Improve Secure Bike Parking and End-of-Trip Facilities for Cyclists
- Update Parking Pricing Model

5. Please briefly explain why you chose your top three strategies:

Top themes for why people chose their Top 3:

- Advocate for Improved Transit Service
 - Looking to remove the existing barriers:
 - Long wait times due to very low frequency
 - Takes too long, many transfers
 - Over crowding
- Establish a Funding Mechanism for Sustainable Transportation Programs and Initiatives
 - Sustainability and sustainable transportation is important to them
 - Desire for discounts and incentives for individuals
- Enable and Incentivize Active Transportation and Transit
 - Physical and mental wellbeing
 - Need additional cycling infrastructure for convenience and safety
- Update Parking Pricing Model
 - Currently too expensive
 - Public transit not feeling safe due to the pandemic
- Offer a Staff and Faculty Transit Pass
 - Incentivize more people to take the bus and stop driving alone
- Strengthen Support for Remote Working
 - Simple way to reduce emissions and crowding on buses
 - Looking for additional resources and support for students
 - Has been successfully demonstrated already during the pandemic

Section 3: Transportation Plan Implementation and Monitoring

6. The success of the Transportation Plan will rely heavily on individuals making sustainable transportation choices. Is there anything else the University can do to support you in shifting towards more sustainable modes of transportation?

The following table reflects what we heard from this open-ended question. The themes shaded in grey represent the top themes we heard from participants, while the unshaded themes are included for transparency and interest. To see the verbatim survey responses, please refer to Appendix IV.

Comment	Frequency Count
Improve public transit	103
More frequent and direct routes	93
Light rail or other type of direct route to campus	6
Put pressure on the City of Kelowna	3
Expand bus terminal on campus	1

Active transportation	68
Safer bike and walking trails with more lighting	16
Secure bike parking	14
Improve cycling and pedestrian connections (i.e. more trails)	11
Bike and e-scooter rental programs	8
End-of-trip facilities (i.e. showers)	5
Discounts or incentives for cycling	3
Weather protection in the winter	3
Connect the Rail Trail to campus	3
Flexible work schedules to encourage active commuting	2
General support	2
Road repairs for active transportation corridors	1
Vehicles and parking	31
Incentives for carpooling and ride sharing	10
Incentives for electric vehicles	7
Increase flexibility in the current parking model	5
I will drive no matter what	4
Free or cheaper parking	3
Free motorcycle parking	2
Create incentives to promote affordability	28
Additional incentives for using sustainable transportation modes	23
Considerations for already high cost of living for students and young families	5
Transit fees and passes	22
Staff and faculty transit pass	9
Subsidize student UPass instead of taking it out of student fees	6
Broadly reduce transit fees or offer free transit passes	4
Support for current fee structure	2
Student transit passes should be for other BC regions	1
Already using sustainable transportation or nothing to add	17
Resources and support	17
Educate the community about transportation options	15
Accessibility considerations	1
Accurate information about bus times	1
More amenities and services on campus	13
Generally improve walkability to amenities	7
More housing on campus	5
Expand childcare	1
Remote working and learning	10
General support	8
Workspaces located downtown	1
Considerations for young families	1
Advocate for a diversity of sustainable transportation options	3
Grand Total	312

7. Anything else you would like to add?

The following table reflects what we heard from this open-ended question. The themes shaded in grey represent the top themes we heard from participants, while the unshaded themes are included for transparency and interest. To see the verbatim survey responses, please refer to Appendix IV.

Comment	Frequency Count
Nothing to add	32
Public transit	17
More frequent and direct bus service	10
Monthly instead of term faculty and staff U-pass	1
Bus WiFi	1
Improve transit infrastructure to Vernon and West Kelowna	1
Solar powered or electric buses	1
Increased space for bringing bikes on the bus	1
Improve cleanliness of buses	1
Make student U-Pass optional	1
Vehicles and parking	16
Cheaper and/or more efficient parking planning	10
Electric vehicles are not a sustainable option	2
Interest in a UBCO carpool program	1
Morning parking passes	1
Incentives for electric and hybrid vehicles	1
Restrict parking growth	1
Active transportation	9
Create greenway or direct trail to campus	2
Support for e-scooters and e-bikes	2
More end-of-trip facilities	2
System not suitable for casual bikers	1
Build and plan campus in relation to increased cycling infrastructure	1
More visibility for UBCycles and BikeShare	1
Support for the Plan	9
General	8
Consulting during the pandemic might affect results	1
Partnerships	3
Work closely with City of Kelowna on this Plan	3
Trails	2
Connect the Rail Trail to campus	1
Likes the proposed Flume Trail	1
Institutional responsibility	1
Individual choices small compared to institutional choices	1
Additional remote working and learning opportunities	1

Affordability	1
Recognize needs of young families	1
Amenities and services	1
Need to be at walkable distances from/on campus	1
Grand Total	92

Appendix III: Survey Questionnaire

Welcome!

Thank you for taking the time to complete the 2021 UBC Okanagan Transportation Plan survey. This survey is anonymous and will take approximately 5 - 8 minutes to complete. Your input will help inform the final draft of the Transportation Plan for the Okanagan campus.

This survey is largely focused on obtaining your feedback on the 10 high-impact strategies proposed in the draft Plan, including advocating for better public transit, improving active transportation amenities and infrastructure. We also welcome any other comments you may have on the [Draft Plan](#) at this final stage in the planning process.

At the end of this survey, you can also follow instructions to enter your name to win one of five \$100 UBC Bookstore gift cards.

Privacy Notification This privacy notification allows us to collect and release verbatim what we receive through the online survey. The contents of this engagement process may be made available for public viewing. Any personal information you provide in this Feedback Form is collected under the authority of section 26(c) of the Freedom of Information and Protection of Privacy Act. UBC is collecting this information for the purposes of this engagement process. For more information about the collection of your personal information, contact Aviva Savelson, Senior Manager, Public Engagement, at (604) 822-0273 or by email at aviva.savelson@ubc.ca.

Section 1: Tell Us About Yourself

Q1 What is your primary connection to UBC Okanagan?

- UBCO Student (1)
- UBCO Staff (2)
- UBCO Faculty (3)
- UBCO Alumni (4)
- Other (5) _____

Q2 Prior to the COVID-19 pandemic, did you spend your days on the UBC Okanagan campus (i.e. before March 2020)?

- Yes (1)
- No (2)

Q3 If yes, what was your primary mode of travel to and from campus prior to the pandemic?

- Driving alone (1)
- Carpooling (as a driver or passenger) (2)
- Public transit (6)
- Cycling (7)
- Walking (8)
- Other (9) _____

Section 2: Transportation Plan High Impact Strategies

The UBC Okanagan Transportation Plan will be a high-level roadmap for meeting the transportation needs of the UBC Okanagan community through 2040. Compared with a “Business-As-Usual” (BAU) scenario, the Plan will reduce total trips to and from campus slightly and ensure that most of the growth in trips expected in the coming decades occurs via active and sustainable modes (e.g. walking, cycling and transit).

The Plan describes the University’s [Vision](#) for the future of transportation at UBC Okanagan and articulates related objectives, targets, strategies and actions.

UBC Okanagan will respond to [key transportation challenges](#) through the implementation of a suite of [21 strategies](#). Ten of these strategies are considered to be “high-impact” in terms of their potential to advance the objectives of the Plan and will be prioritized.

See [here](#) for more information on the Transportation Plan strategies, including the ten high-impact strategies.

Q4 Click and drag the ten high impact strategies below to organize them in order from most important to least important from your perspective (1 = most important, 10 = least important).

- _____ Establish a Funding Mechanism for Sustainable Transportation Programs and Initiatives
- _____ Strengthen Support for Remote Working
- _____ Strengthen Support for Online Learning, Teaching and Research
- _____ Establish a Sustainable Transportation Program Office
- _____ Enable and Incentivize Active Transportation and Transit
- _____ Advocate for Improved Transit Service
- _____ Offer Staff and Faculty Transit Pass
- _____ Improve Pedestrian and Cycling Connections
- _____ Improve Secure Bike Parking and End-of-Trip Facilities for Cyclists
- _____ Update Parking Pricing Model

Q5 Please briefly explain why you chose your top three strategies:

Section 3: Transportation Plan Implementation and Monitoring

Successfully implementing the Transportation Plan strategies will rely on appropriate financial commitments by the University, contributions and support from units across the University, partnerships and collaborations with external agencies and interest groups, and sustained efforts to enable and encourage behavioural change at the individual level.

UBC cannot respond to these challenges alone. It will require related investments and action by the City of Kelowna, BC Transit, private partners, and other levels of government. The Transportation Plan will help ensure UBC Okanagan is actively participating in and accelerating a broader regional transition towards a more just and sustainable transportation future.

The proposed [Targets](#) identified in the Draft Plan will be used to monitor the success of the Plan. The two main Targets of the Plan are:

Target 1: Increase Sustainable Transportation Mode Share - By 2040, at least 55% of all trips to and from campus will be by sustainable modes of transportation (walking, cycling, and transit)

Target 2: Reduce GHG Emissions - By 2030 total annual GHG emissions associated with commuting will be reduced by 40% of 2013 levels (the commuting target from Climate Action Plan 2030)

Q6 The success of the Transportation Plan will rely heavily on individuals making sustainable transportation choices. Is there anything else the University can do to support you in shifting towards more sustainable modes of transportation?

Q7 Anything else you would like to add?

Section 4: Prize Draw

Thank you for completing the 2021 UBC Okanagan Transportation Plan survey!

Your feedback on the Draft UBC Okanagan Transportation Plan, in combination with further technical work, will inform the final Transportation Plan that will be presented to UBC leadership in December 2021.

Q7 Please enter your email below if you would like to be entered into a draw for 1 of 5 \$100 UBC Bookstore gift cards:
