

Downtown Area Parking Plan Engagement Report

December 2017



Summary

Kelowna residents were invited to share their downtown parking experiences and opinions from Oct. 24 to Nov. 12 through an online survey.

Opportunities were promoted through the City’s news bulletins, website, social media channels and the City’s Get Involved website.

The survey was divided into sections with questions specially tailored for downtown residents, workers, business owners and people who visit to shop, dine, do business or play. Skip logic was used to ensure that respondents were only shown questions that were relevant to them. At the end of the survey all respondents were asked questions about their parking preferences.

A total of 3,248 respondents filled out the survey with 1,453 respondents accessing the survey through the City’s Get Involved public engagement website (which is where our news releases directed people), 1,751 respondents accessed through a Facebook link and 44 respondents accessed through a Twitter link.

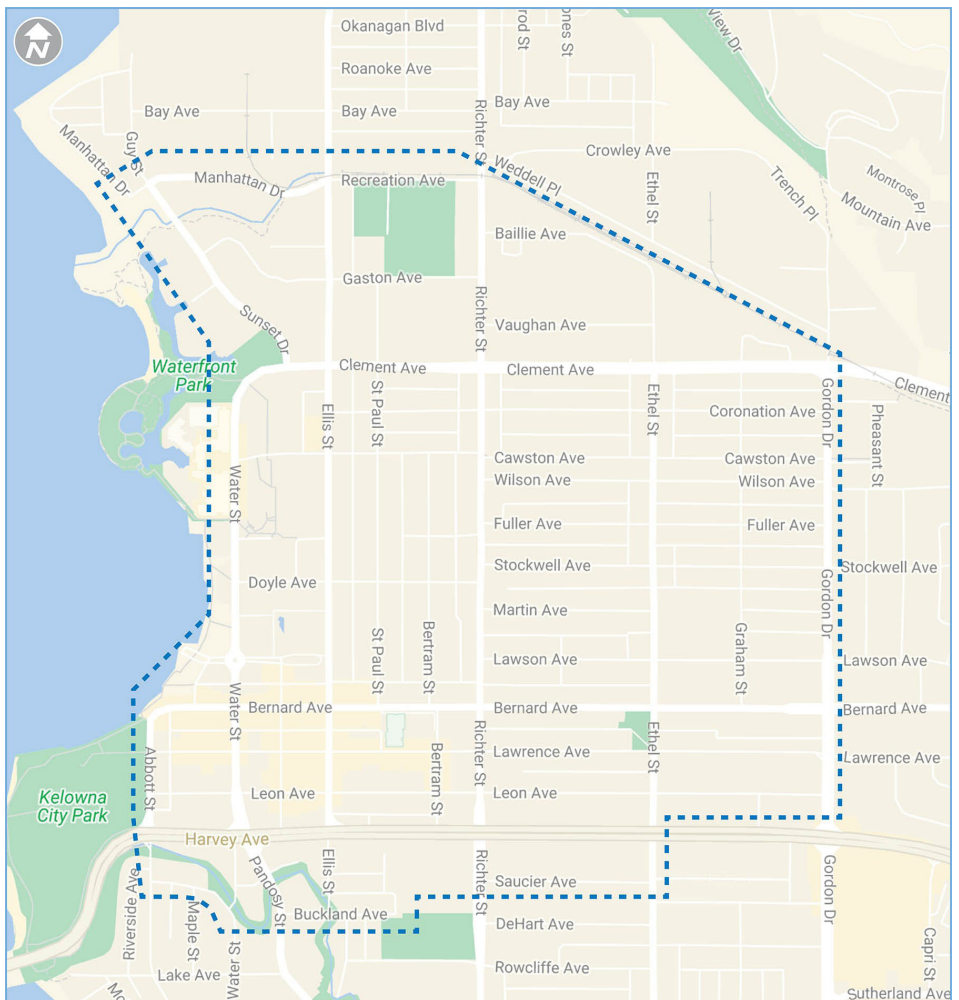
This report provides a summary of the survey results. These results will be used to help shape a draft Downtown Area Parking Plan.

Who we heard from

3,248 respondents filled-out the survey:

- 275 identified themselves as people who live downtown
- 507 identified themselves as people who work downtown
- 2,404 people identified themselves as people who visit downtown to shop, dine, do business or play.

Because the respondents self-selected to respond to the survey and were not randomly selected, this is not a representative sample of Kelowna residents, rather it is a reflection of the opinions of people who have self-identified as interested in downtown parking.



Downtown Area Parking Plan - Study Area

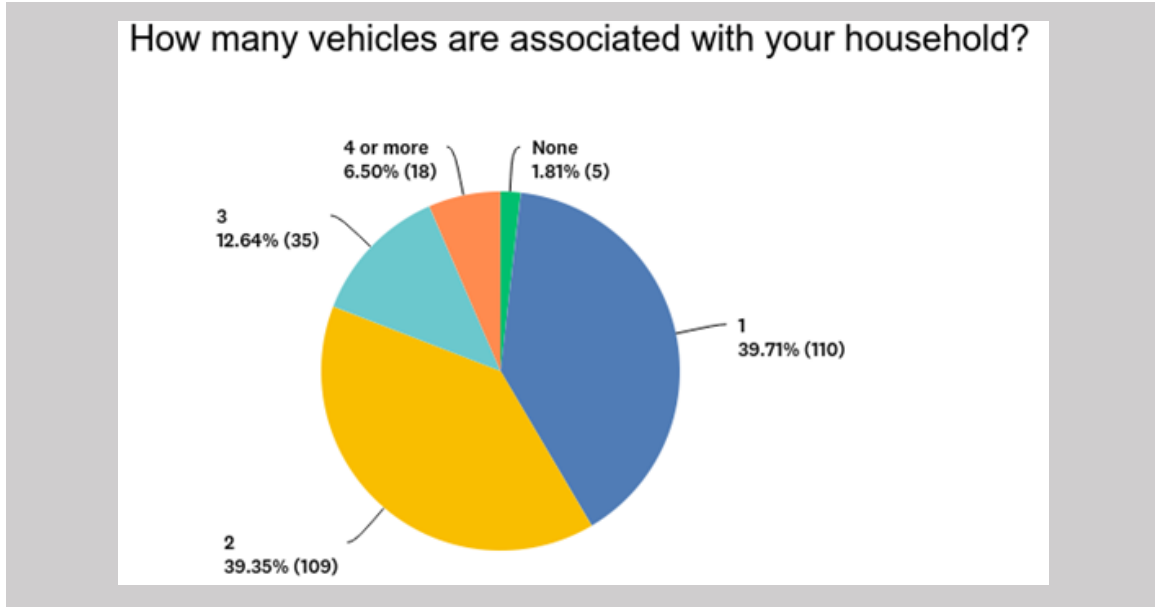
"Street parking is really cheap here. Would love to see less of our city core devoted to cars. More separated bike paths leading into the downtown would be fantastic." – survey respondent who works downtown

What we heard from people who live downtown

Car ownership

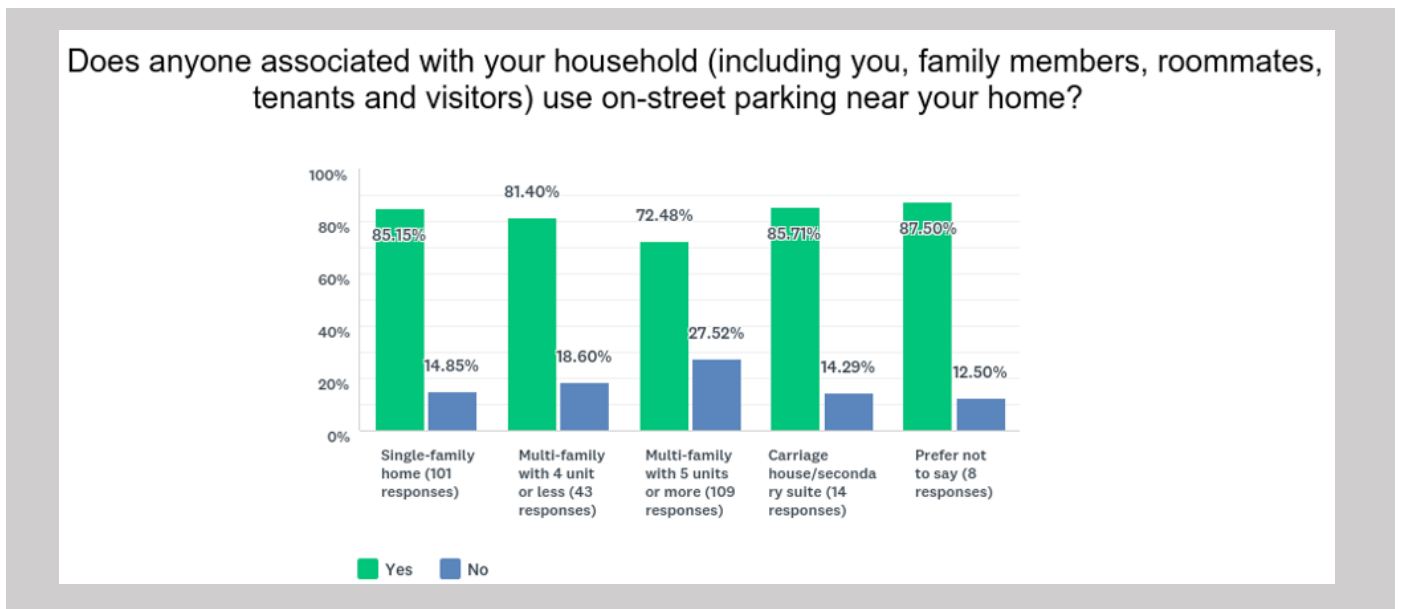
The average number of cars reported per household was 1.8 and ranged from a high of 2.08 cars per household for respondents who live in a single-family home to a low of 1.5 cars per household for respondents who live in a multi-family complex of 4 units or less. However, a plurality of respondents (39.71 per cent) reported having only one vehicle associated with their household, which is just one more than the number of respondents (39.35 per cent) who reported having two vehicles associated with their household.

"Make sure new developments require more parking spots than units built ... most households have more than one car"
 – Survey respondent who lives downtown



Use of on-street parking

Most respondents who live downtown (63.54 per cent) said all of the vehicles associated with their household can be accommodated on their property or complex. However, 79.78 per cent still said someone associated with their household (including family members, roommates, tenants and visitors) uses on-street parking near their home. However, there were some significant differences depending on respondents housing type.



Reasons for using on-street parking

Overall, the most common kind of vehicle that can't be accommodated on a respondent's property or complex is a vehicle belonging to a visitor (62.25 per cent), though for respondents who live in single-family homes, the most common kind was a vehicle belonging to them, a family member or a roommate. Again, this was significantly different for people who live in a multi-family complex with 5 or more units. For this question, respondents could select more than one option.



Visitor parking

A plurality of respondents across all housing types reported that their visitors are typically parking on the street for half a day at a time (38.99 per cent.) This is followed by 1 to 2 hours (33.49 per cent) and full-day (21.56 per cent.)

Respondents were asked when their visitors are using on-street parking and were able to select more than one time of day. Weekend evenings was the most popular time (72.02 per cent), followed by weekend daytimes (59.17 per cent), weekday evenings (56.88 per cent.), weekday daytimes (49.54 per cent), and overnight (43.58 per cent).

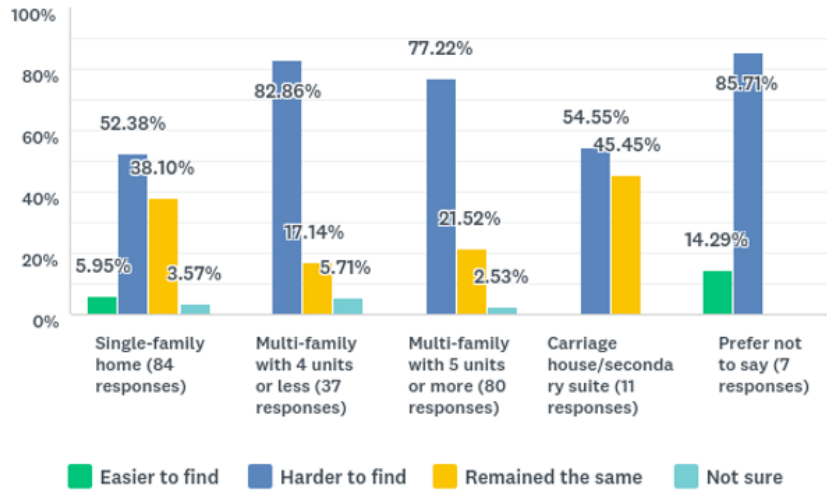
"On street parking is getting harder to find and during certain times it is almost impossible. It is very frustrating being someone who lives downtown. During the evenings we try to find a space but our usual spots are now getting filled up sooner and sooner.

– Survey respondent who lives downtown

Difficulty finding on-street parking

Overall, 67.43 per cent of respondents who live downtown say on-street parking near their home has become harder to find on a typical day, with 27.98 per cent saying it has remained the same. However, there was significant variation in responses depending on respondents housing type.

On a typical day, would you say on-street parking near your home has become:



"Much of the parking problem has been caused by the City approving less than the required parking for many projects in our area. Next is people looking for free parking for events and work."

– Survey respondent who lives downtown

Time of day difficulties

During events like hockey games or concerts was identified as the top time when it is particularly hard to find on-street parking near respondents homes (65.88 per cent.) This was followed by weekday evenings (47.87 per cent), weekend evenings (45.02 per cent), weekday daytimes (43.60 per cent), weekend daytimes (34.60 per cent), weekends after 11 p.m. (12.80 per cent), and weekdays after 11 p.m. (10.43 per cent).

Satisfaction with on-street parking restrictions

Overall, a plurality of all respondents who live downtown say current time parking restrictions near their home are unsatisfactory and should be relaxed (44.24 per cent) while only a small minority say the restrictions should be made more restrictive (11.52 per cent) and close to 30 per cent (28.57 per cent) say they are satisfactory.

However, there is significant difference depending on a respondent’s housing type.

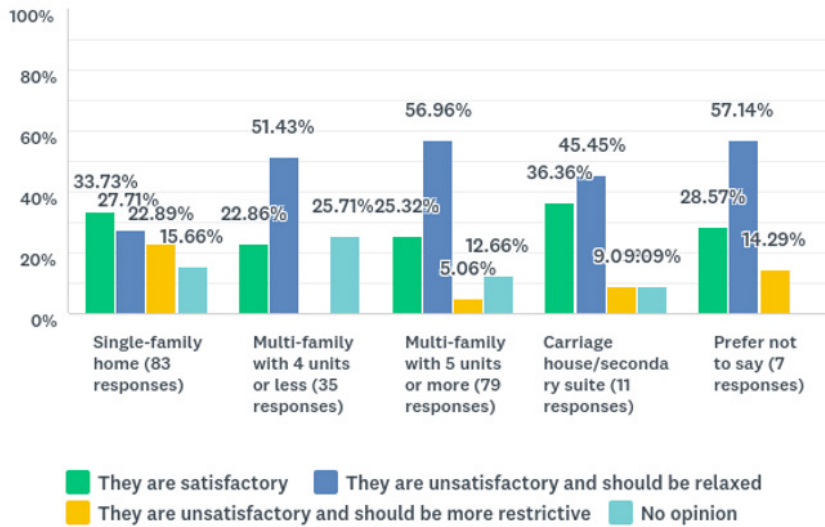
"We would like to see areas that require pay parking passes for residents become areas where event parking is not allowed! Many times we have come home when there is an event at Prospera Place and have not been able to find parking on our street! We pay a yearly rate to park here and I don't believe that we should have to struggle to find a spot within our block!"

– Survey respondent who lives downtown

"As more high occupancy housing goes up in my neighborhood, I want to ensure street parking for home owners isn't encroached. If there isn't enough parking for these high rises, I worry our residential streets will become impossible to park on and that traffic will pose an issue for young families."

– Survey respondent who lives downtown

How satisfied are you with existing timed parking restrictions near your home?



Analysis

Having on-street parking for visitors is a concern for many residents who live in downtown neighbourhoods. Survey respondents say that on-street parking is becoming more difficult to find, especially in areas that have more multi-family complexes and are becoming more densified. That difficulty is exacerbated during events like hockey games or concerts.

However, the people most affected by this difficulty are not calling for tighter time restrictions. In fact, the opposite is true, with respondents who live in multi-family complexes calling for time restrictions to be relaxed.

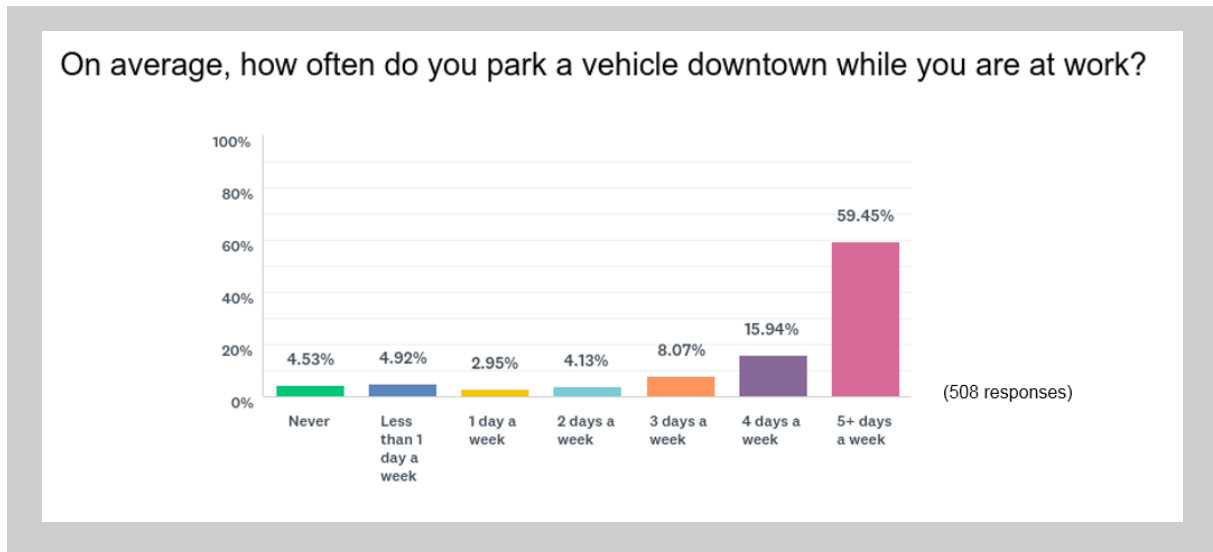
What this suggests is that there may not be widespread understanding of how time restrictions are an effective tool for discouraging the use of on-street parking by people who are attending downtown events.

But it also suggests that the time restrictions are an inconvenience for downtown residents who want to entertain guests at their homes for longer than the on-street parking restrictions are currently in effect.

"I need parking options for visitors to my home, both short-time (e.g., hours) and longer-term (e.g., vacation visits)."
 – Survey respondent who lives downtown

"I am renting here temporarily but do not wish to live in this area as parking for visitors is very restrictive. Two hours is not enough for lunch and shopping hence one or the other. Developers do not provide enough parking for residents, temporary or permanent."
 – Survey respondent who lives downtown

What we heard from people who work downtown

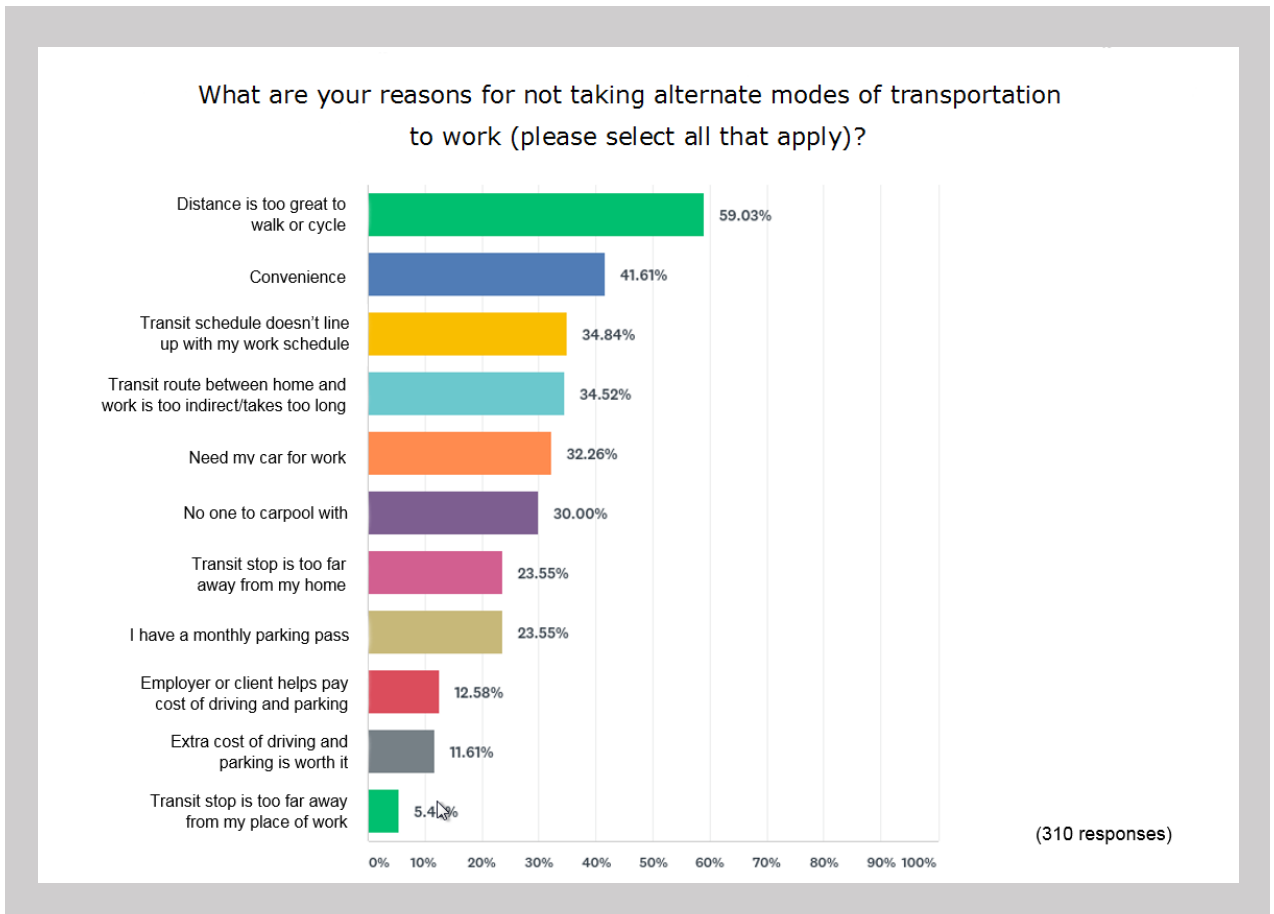


"Biking is not realistic for most people working downtown due to the long commutes and hills we all live on makes it a difficult ride."
 – survey respondent who works downtown

Alternative transportation

A majority of respondents who work downtown (64.33 per cent) do not ever use alternate modes of transportation (such as walking, cycling, transit or carpooling) to get to work.

Of the 34.64 per cent of respondents who do sometimes use alternate modes of transportation, the most popular mode is cycling (58.58 per cent), followed by carpooling (36.09 per cent), transit (28.40 per cent), and walking (27.81 per cent)



"I work odd hours so I don't carpool. The bus is inconvenient. I would love to see more bike/multi use paths. I don't feel safe on the road with cars when I ride my bike."
 – survey respondent who works downtown

Parking while at work

Respondents who park downtown while at work report using a wide variety of parking options. A plurality of respondents have a monthly permit or stall at a parking lot or parkade (35.08 per cent total, 18.07 per cent at a parking lot, 17.02 per cent at a parkade), followed by on-street parking (24.58 per cent), on-site parking provided by an employer (14.50 per cent), hourly or daily rate at a parkade (12.82 per cent), and hourly or daily rate at a parking lot (11.76).

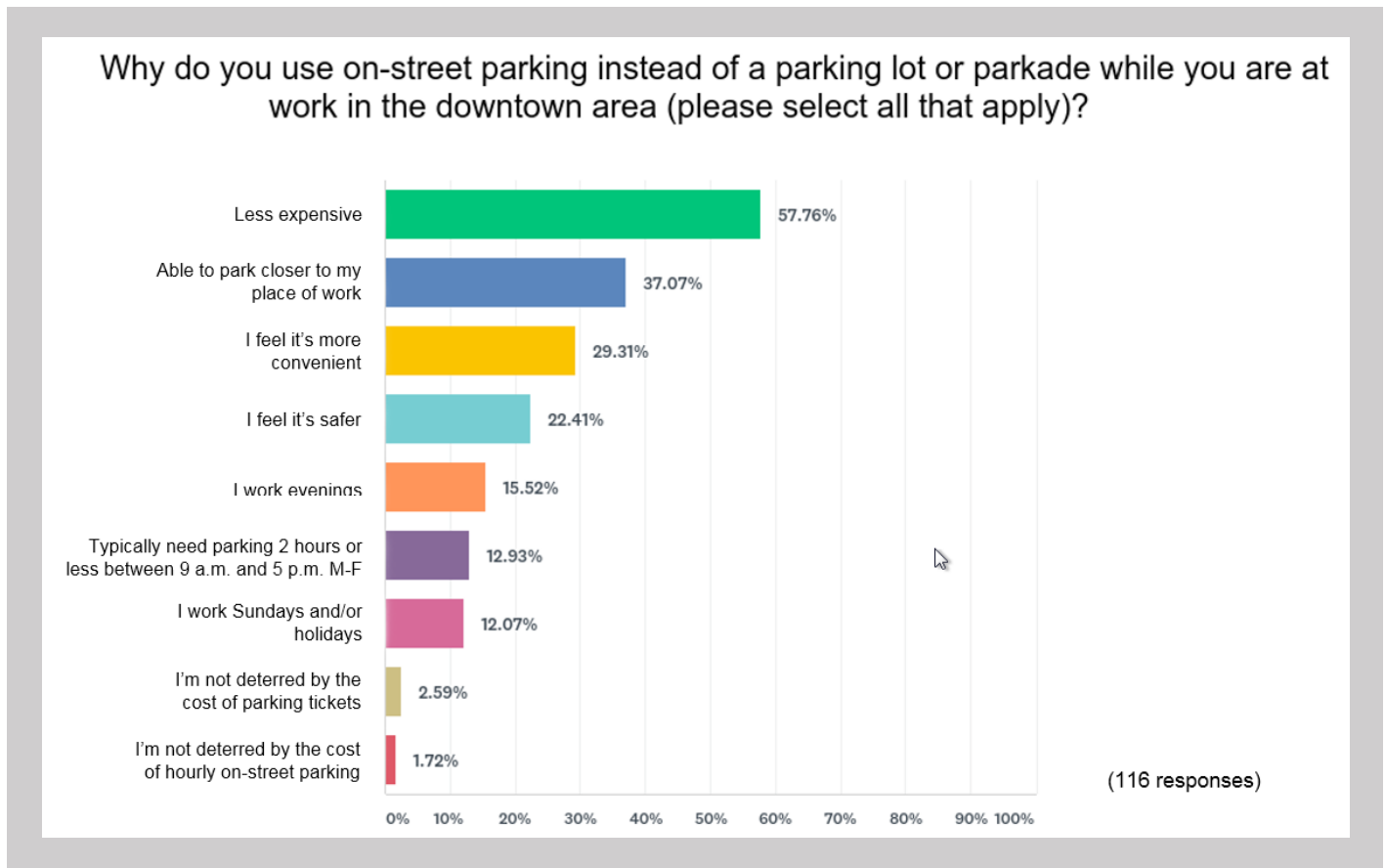
"I choose on street parking instead of parkades because I work nights. I walk to my car at 2am and I don't feel safe walking to or in the parkade. I don't use the lot because it is significantly more expensive than parking on the street."
 – survey respondent who works downtown

Respondents reported an average travel time of four minutes to go from their parking spot to their place of work and the vast majority (87.15 per cent) say they consider their travel time to be acceptable.

Most respondents (63.69 per cent) reported paying all of their parking costs while at work, with 19.50 per cent reporting their employer pays the whole cost, 8.92 per cent reporting that their employer provides on-site employee parking, and 5.39 per cent reporting that they split the cost with their employer.

On-street parking while at work

Respondents who said they typically use on-street parking while at work downtown were asked why they use on-street instead of a parking lot or parkade. A majority (57.76 per cent) say it's because on-street is "less expensive."

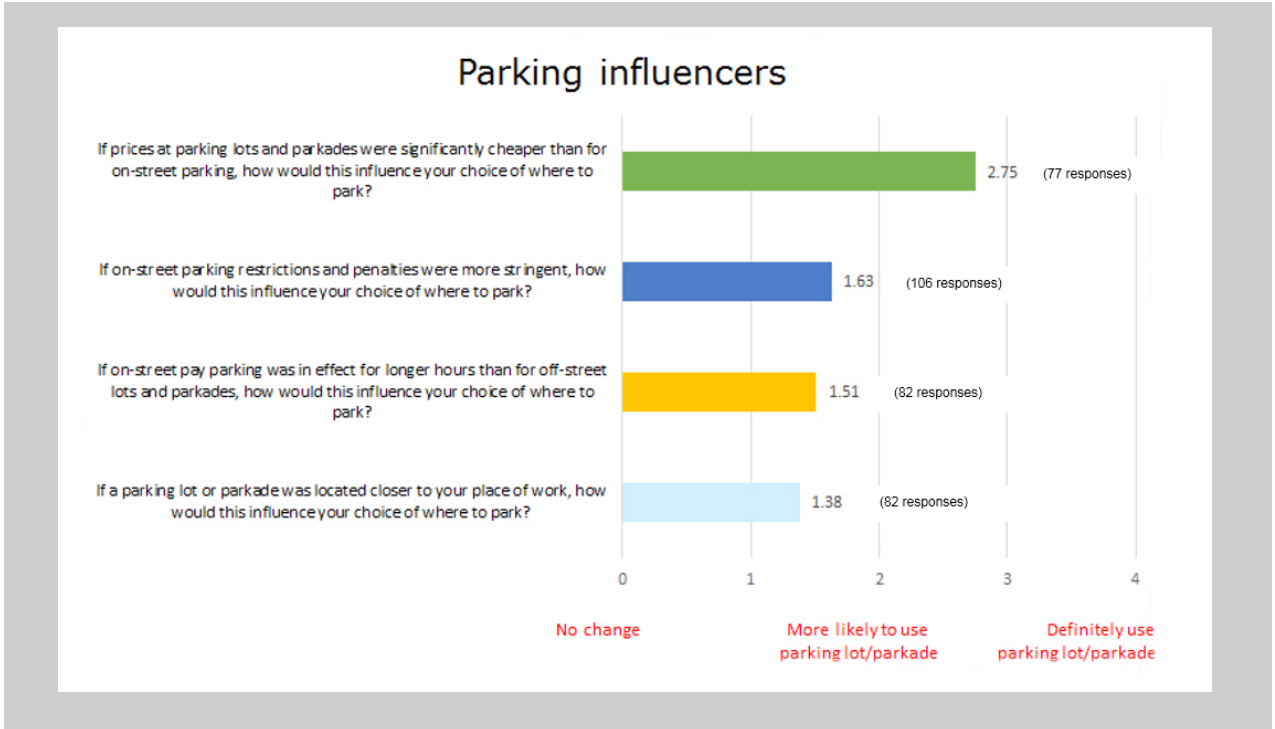


"I usually will decide to walk for about 15 mins to park outside the downtown area where I can park for free. I don't love this because it adds 30 mins of commute to my day, but in Kelowna's economy of high living expenses you need to save as much as you can where you can. When I'm running late I will spend the \$6 per day to park in the new parkade on Ellis that is right beside my work. It's a great parking location but \$6/day is expensive!!" – survey respondent who works downtown

Parking influencers

Respondents who typically use on-street parking were also asked a series of four questions about how certain factors might influence them to use a parking lot or parkade instead. For each question, respondents were asked to place a slider on a bar with options ranging from zero (no change in decision about where to park) to 4 (definitely use a parking lot or parkade instead).

"Maybe making the monthly parking more affordable. I find it absolutely ridiculous to have to pay \$125 a month to park as a single mother who is trying to better my life." – survey respondent who works downtown



Analysis

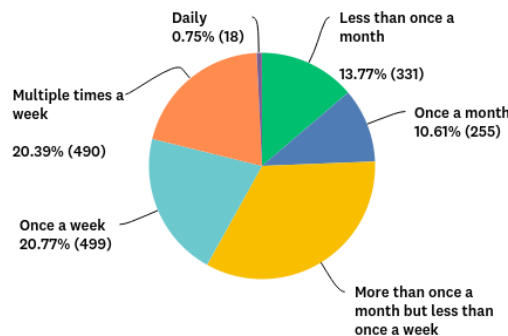
The results suggest that a large number of people who work in downtown Kelowna feel that driving to work is their best option. However, the responses also suggest that many workers would choose to use public transit if it was more convenient.

The survey respondents who work downtown report that cost is a top concern when making decisions about where to park and are easily influenced by financial incentives.

What we heard from people who visit downtown to shop, dine, do business or play

With more than 2,400 respondents, this was by far the largest group that we heard from. A plurality of respondents in this group park downtown more than once a month but less than once a week (33.71 per cent.)

In a typical month, how often do you park downtown to patronize a business or for shopping, dining, or leisure activities?



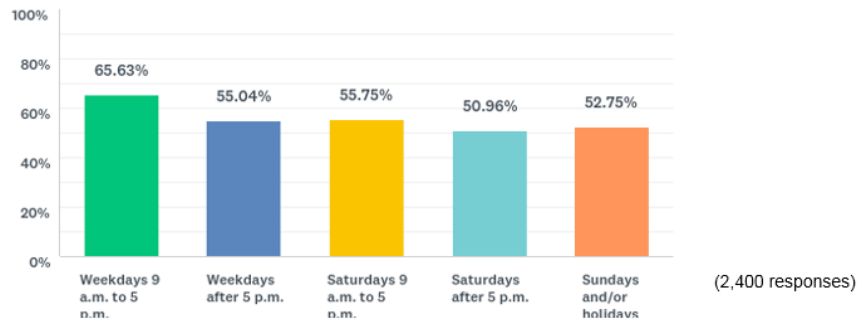
However, when three categories are combined (daily, once a week and multiple times a week) it turns out that 41.91 per cent of respondents park downtown at least once a week.

"I never have much of an issue finding somewhere to park, no matter the time of day. I never seem to be more than 2 blocks from my destination which is amazing." – survey respondent who visits downtown

"I believe that parking is ridiculously expensive and difficult to find that I tend to avoid downtown more and more because of it."

– survey respondent who visits downtown

What times of day do you park downtown to patronize a business or for shopping, dining, or leisure activities (please select all that apply)?

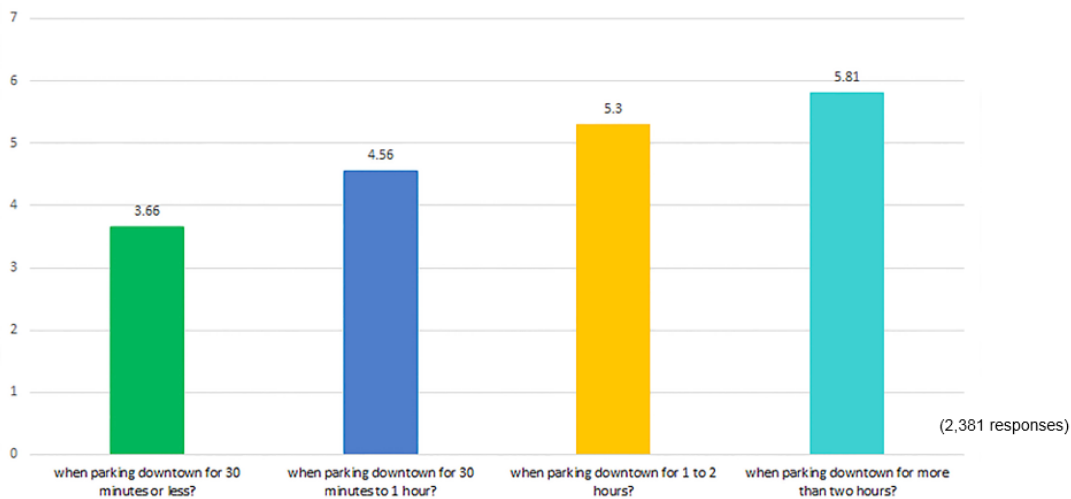


Acceptable parking options and travel times

On-street parking was identified as an acceptable parking option while visiting downtown by 91.9 per cent of respondents, while 61.95 per cent identified surface parking lots as an acceptable option and 55.6 per cent identified parkades as an acceptable option.

Respondents were also asked a series of questions about what they considered an acceptable travel time to get from their parking spot to the destination when parking for various lengths of time (30 minutes or less, 30 minutes to 1 hour, 1 to 2 hours, and more than two hours.) As might be expected, the longer someone was staying downtown, the further they were willing to travel to get to their destination.

Acceptable travel times (in minutes) from a parking spot to a destination



"I rarely go downtown now because of the lack of on street parking. I will never park in the parkades!! They are dingy, cold and make one feel unsafe." – survey respondent who visits downtown

"I've never had issues parking downtown. The parkades always have spots available. My feeling is that people who complain about parking only look for on-street parking." – survey respondent who visits downtown

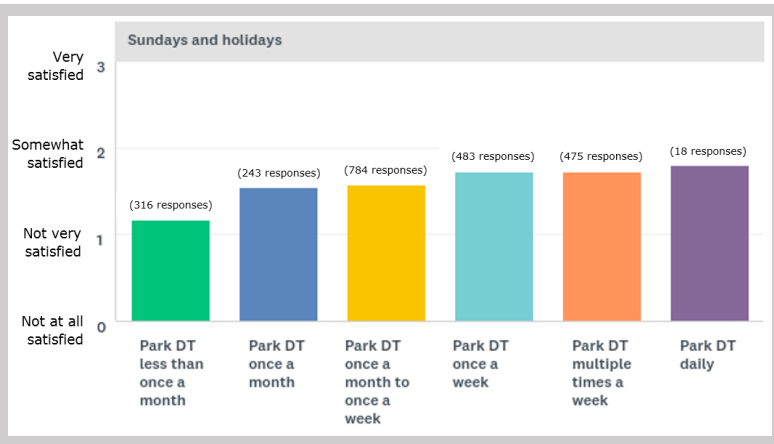
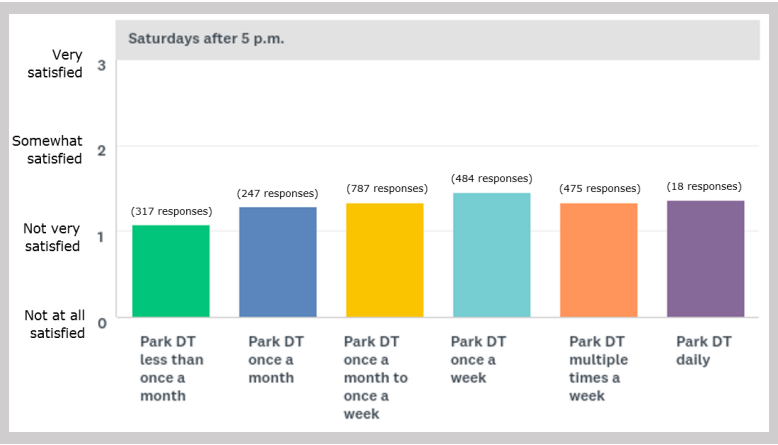
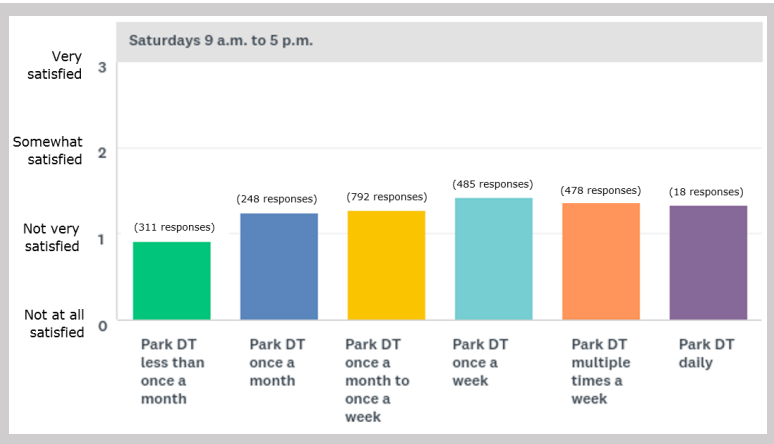
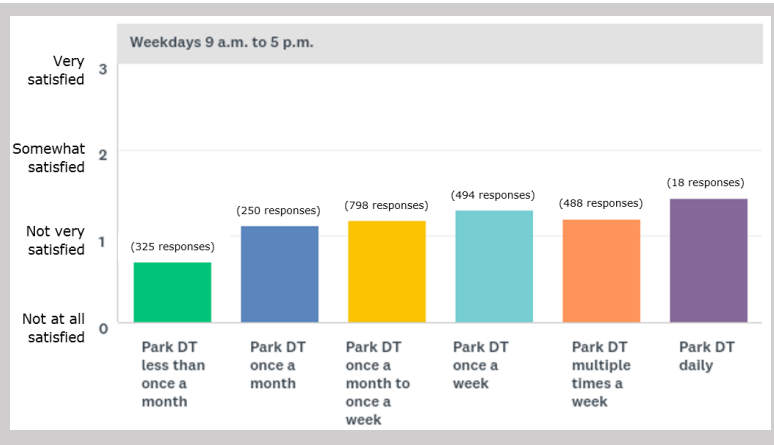
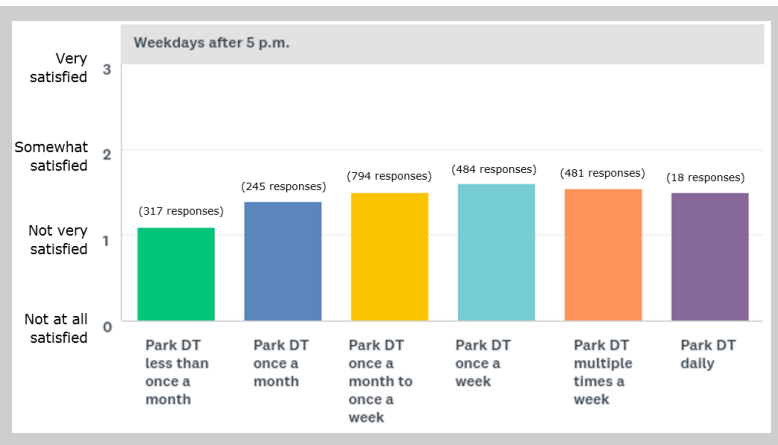
Satisfaction with availability of parking

When it comes to the question of whether respondents are satisfied with the availability of parking in the downtown area that is within an acceptable travel time of their destination, there was significant variation depending on how often respondents visit downtown.

Respondents were asked their level of satisfaction for five different times of day on a matrix with four options. The responses were weighted (very satisfied = 3, somewhat satisfied = 2, not very satisfied = 1, not at all satisfied = zero) to get a final weighted average.

People who said they park downtown less than once a month were significantly less satisfied with the availability of parking across all times of day when compared to people who park downtown more often.

"I park regularly downtown during the week, and I am very satisfied with the availability of parking. The prices are very reasonable compared to Vancouver."
 – survey respondent who visits downtown

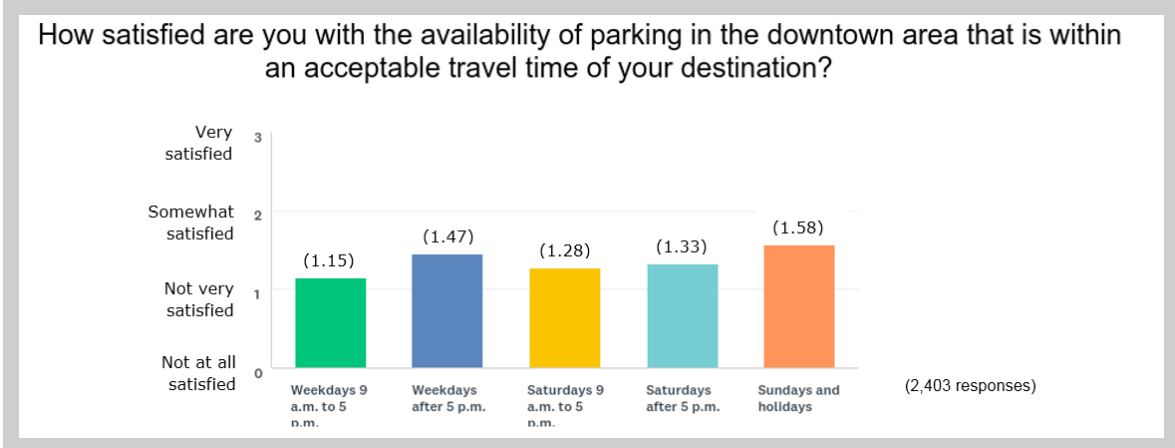


"Hardly ever go downtown because of the huge parking problem. The worst thing ever was to take away the angle parking. Now there is far less on street parking!!"
 – survey respondent who visits downtown

Overall, there appears to be some dissatisfaction with the availability of parking downtown. When the data from all respondents who visit downtown to shop, dine, play or patronize a business is looked at altogether, the only time of day that saw more than 10 per cent say they are “very satisfied” with the availability of parking that is within an acceptable travel time of their destination is Sundays and Holidays at 14.06 per cent.

“I rarely even attempt to drive into downtown on events nights, and on weekends parking is nearly impossible. Kelowna is a growing, vibrant community and it is only getting busier. Numerous well marked, safe and convenient parkades are vital to the city’s well being.”

– survey respondent who visits downtown



Analysis

On-street parking is clearly important to people who visit downtown to shop, dine, do business or play, though there is some openness to the use of surface parking lots and parkades. The low satisfaction levels with the availability of parking suggests the need for measures to encourage on-street parking turnover, especially during peak times.

In their comments, many respondents also expressed opinions on the availability of downtown parking that is at odds with the parking occupancy data. This suggests that downtown may have an image problem when it comes to the availability and cost of parking, especially among people who do not visit downtown very often and that more can be done to educate this segment of the population about the reality of downtown parking.

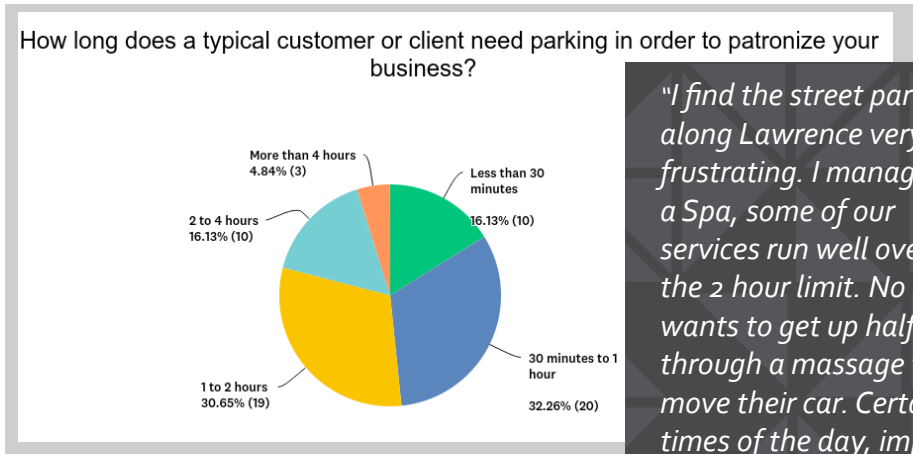
What we heard from people who own or manage a business downtown

Customers need to park for a wide range of times in order to patronize downtown businesses. While almost half of business owner and manager respondents reported that their clients or customers needed to park for one hour or less (48.39 per cent), there was still a lot of reported need for parking of up to four hours.

Acceptable parking options

When asked what they consider to be acceptable parking options for their clients or customers, business owner and manager respondents overwhelmingly identified on-street parking (83.87 per cent) while only 56.45 per cent identified surface parking lots and 54.84 per cent identified parkades as acceptable. 30.65 per cent said parking is provided at their place of business.

Meanwhile, the average response to the question “what do you consider to be an acceptable travel time for your customers or clients from their parking spot to your business” was three minutes.



“I find the street parking along Lawrence very frustrating. I manage a Spa, some of our services run well over the 2 hour limit. No one wants to get up halfway through a massage to move their car. Certain times of the day, impark lots are completely full. I have had clients choose to go to different spas with better parking.”

– survey respondent who owns or manages a business downtown

Satisfaction with availability of parking

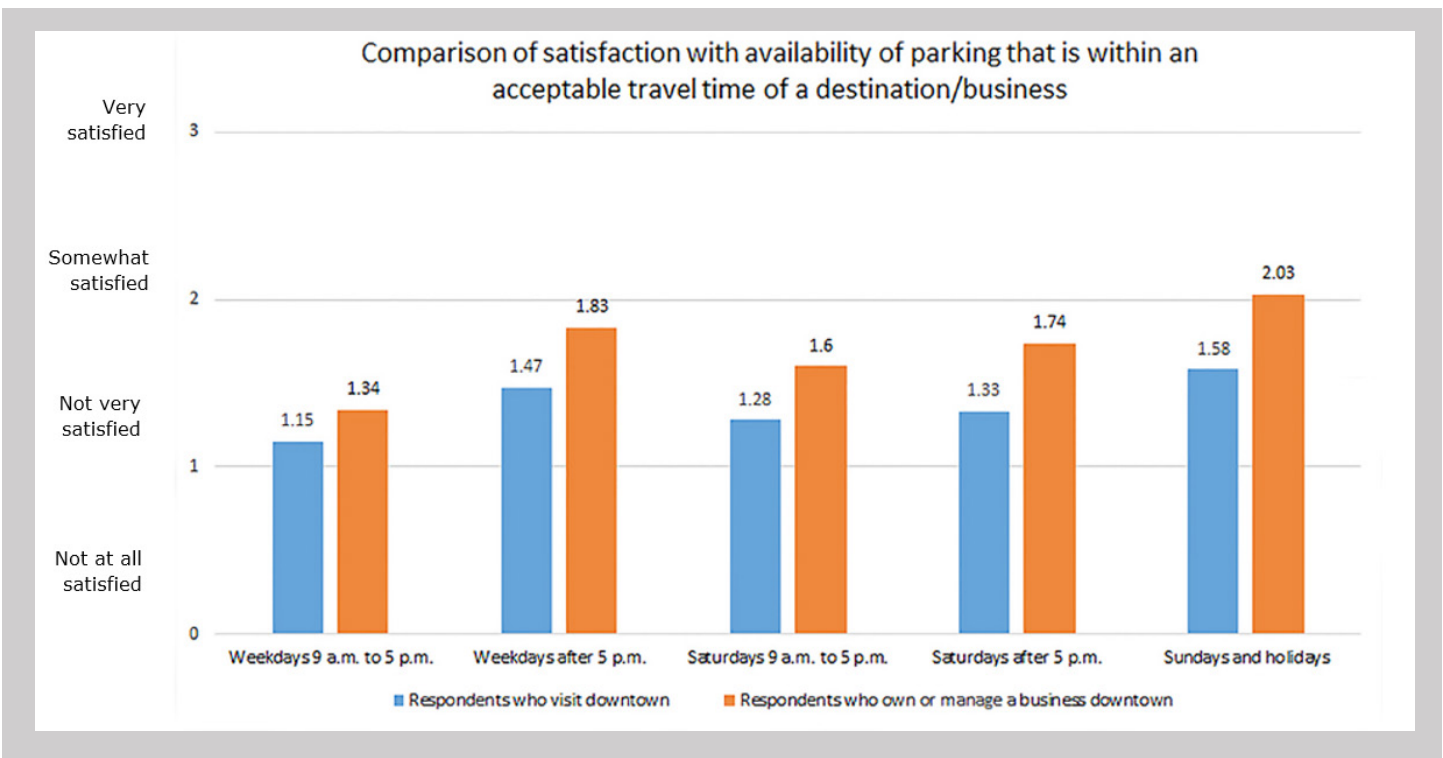
Business owners and managers' satisfaction with the availability of parking for customers that is within an acceptable walking distance of their business was measured and weighted in the same way as with respondents who visit downtown to shop, dine, do business or play. Business owners and managers were least satisfied with the availability of parking on weekdays from 9 a.m. to 5 p.m. (weighted average of 1.34) and most satisfied with the availability of parking on Sundays and holidays (weighted average of 2.03.)



Analysis

The variability of business owners and managers' satisfaction levels at different times of day largely mirrors that of people who visit downtown, in that both groups are least satisfied with the parking availability on weekdays from 9 a.m. to 5 p.m. and are most satisfied with the parking availability on Sundays and Holidays, etc.

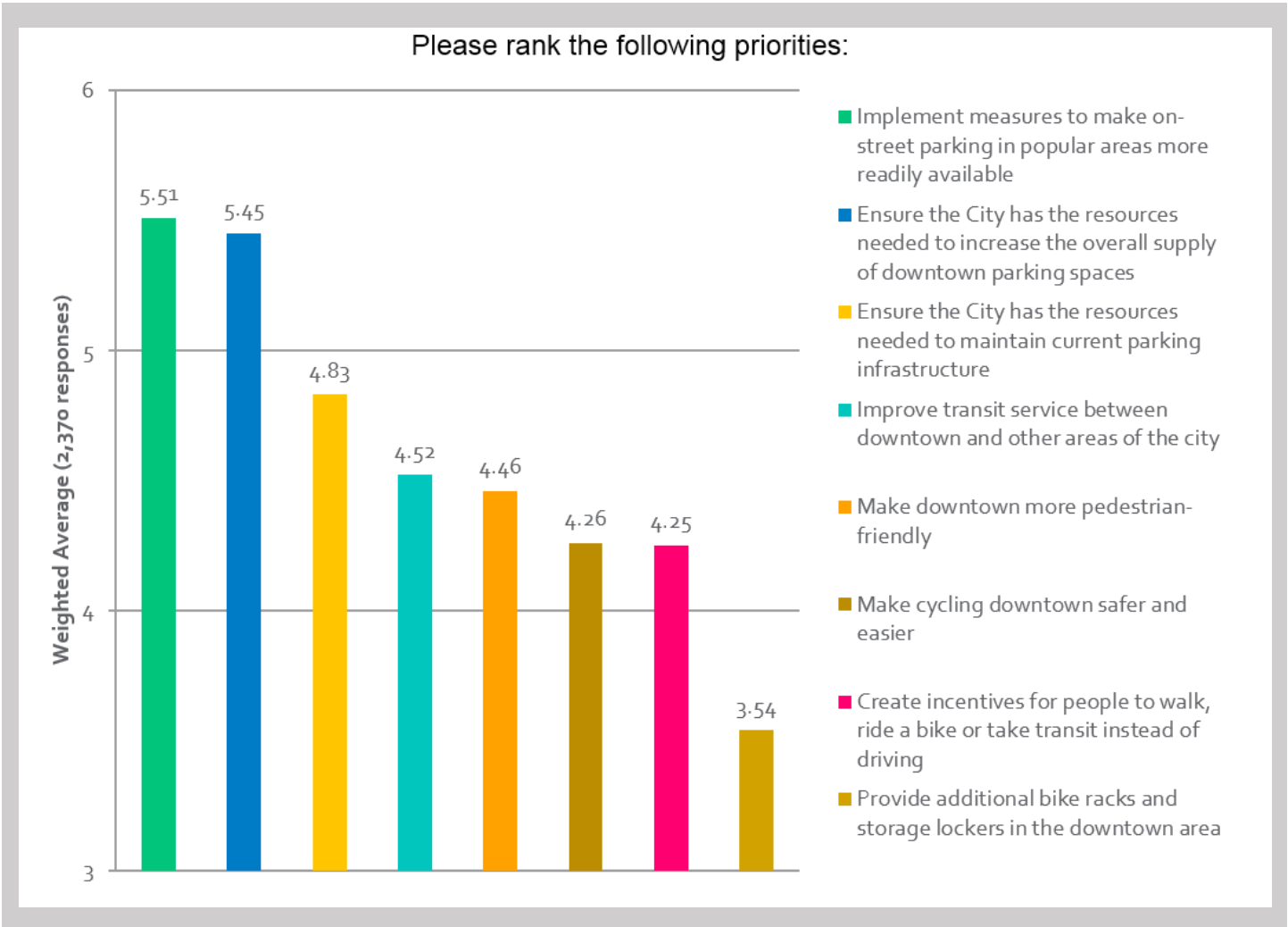
However, the satisfaction levels of business owners and managers are higher across the board, regardless of time of day. While both customers and business owners and managers are concerned with the availability of parking downtown, the survey data suggests that customers tend to take a dimmer view than business owners and managers.



This is more evidence that the downtown has an image problem when it comes to the availability of parking and that more can be done to provide people with accurate information. It also suggests that business owners could do more to inform their customers about downtown parking, especially those who need more than two hours of parking. Like their customers, business owner and manager respondents tended to take a dim view of surface lots and parkades as acceptable parking options.

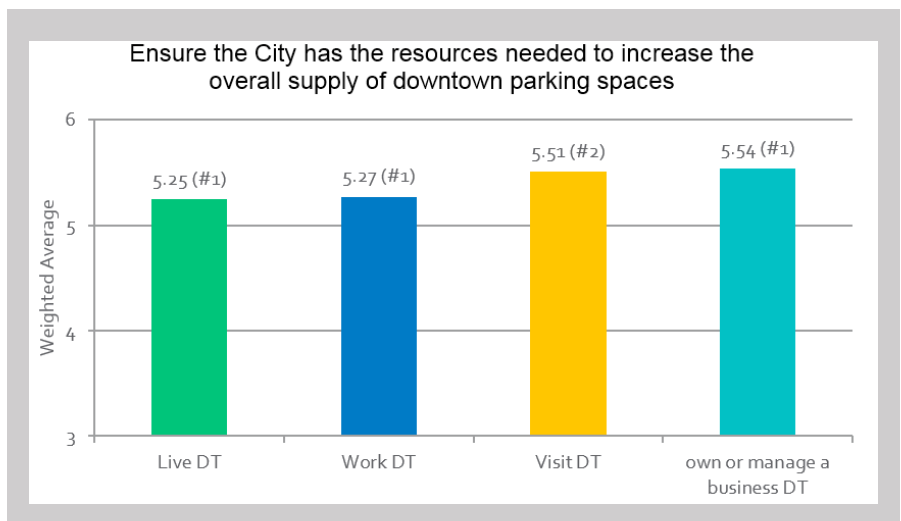
What we heard about parking preferences

All respondents were asked a series of questions about their parking preferences. The first asked them to rank a series of eight priorities and their answers were scored (most important priority = 8, second most important = 7, etc.) to give each priority a weighted average. For all respondents as a whole, the top priority is “implement measures to make on-street parking in popular areas more readily available”, followed closely by “ensure the City has the resources needed to increase the overall supply of downtown parking spaces.”



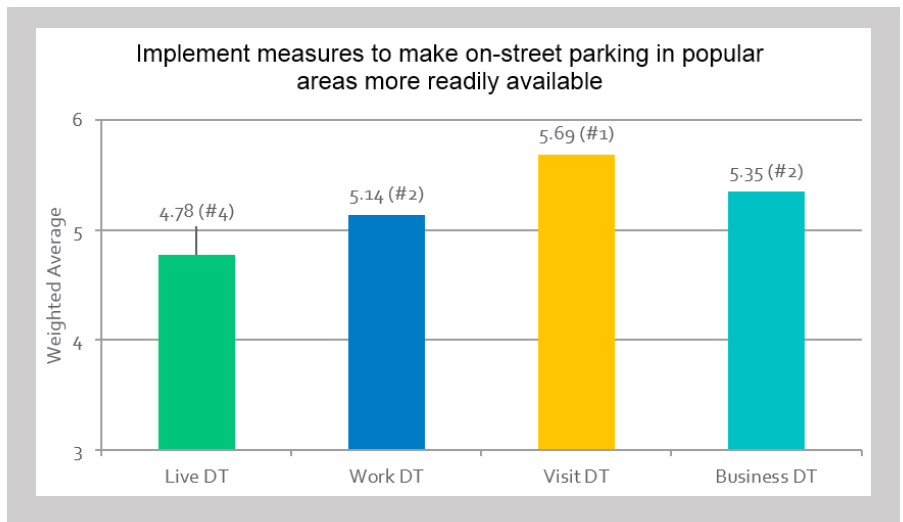
However, when the data is broken down by reason for travelling downtown (live downtown, work downtown, etc.) some interesting differences emerge.

For example, the number two priority overall, “ensure the City has the resources needed to increase the overall supply of downtown parking spaces” received relatively high scores across all groups and was the number one or two priority for all groups as well.



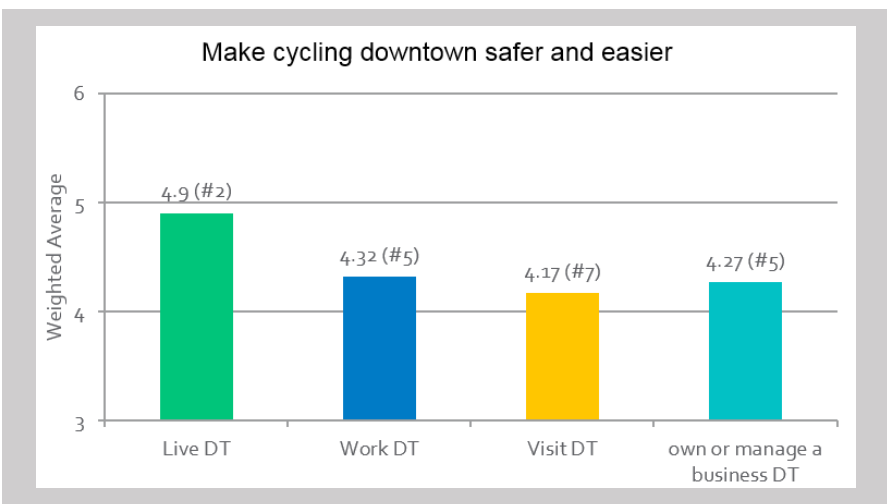
But, when it comes to the top overall priority, “implement measures to make on-street parking in popular areas more readily available,” this was only the top priority for respondents who visit downtown to shop, dine, do business or play. It was the number two priority for respondents work downtown and who own or manage a business downtown and it was only the number 4 priority for people who live downtown.

The differences between the overall priorities and the priorities when broken down by group are largely attributable to the different sizes of the respondent groups.



A total of 1,731 respondents who visit downtown to shop, dine, do business or play provided their priorities, compared to 203 respondents who live downtown, 387 respondents who work downtown, and 49 respondents who own or manage a business downtown.

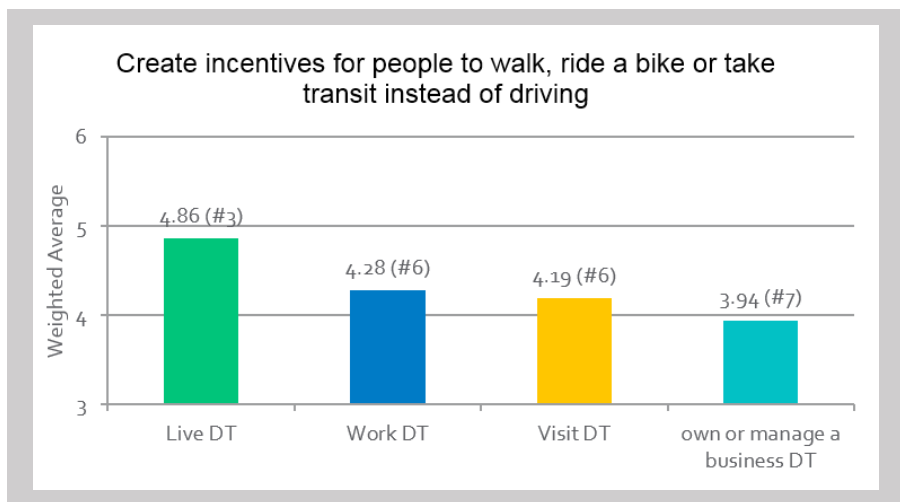
More than 70 per cent of respondents were people who visit downtown to shop, dine, do business or play downtown, and the weight of their numbers are reflected in the overall priorities.

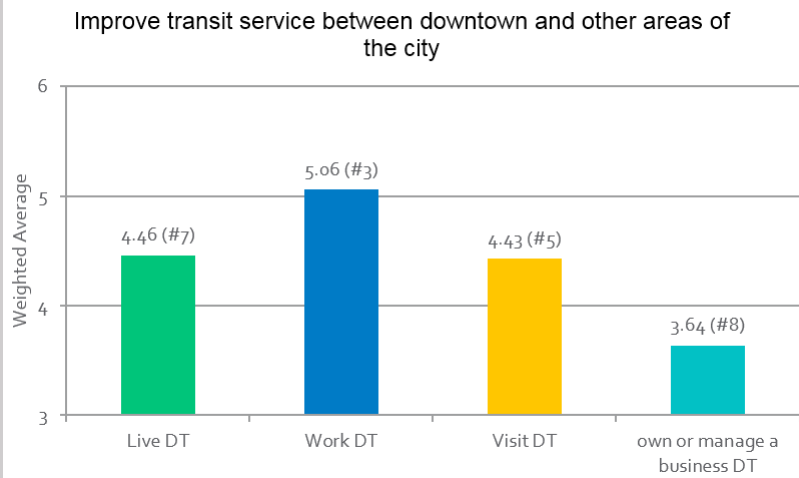


The priority differences between groups are quite noticeable when it comes to alternative transportation. “Make cycling downtown safer and easier” was only the number six priority overall but the number two priority for respondents who live downtown.

Similarly, the priority “create incentives for people to walk, ride a bike or take transit instead of driving” was the number seven priority overall (second last) but it was the number three priority for people who live downtown.

“I like to bike to work. I would like the city to have a program to locate bike racks outside of companies and give incentives to people to use their bikes more”
 – survey respondent who works downtown

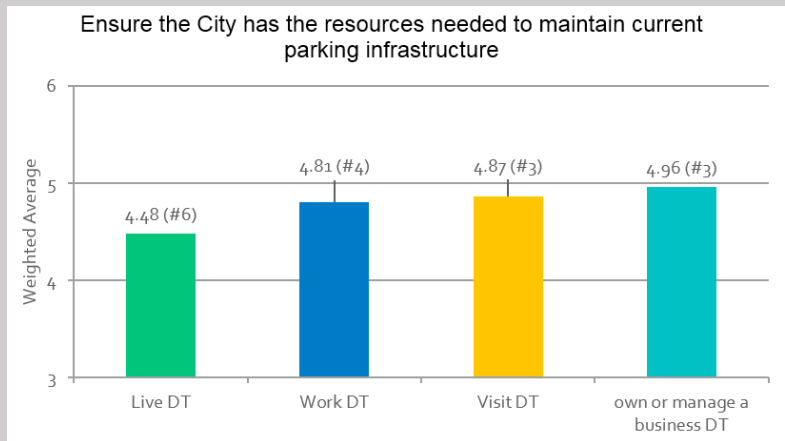




“Improve transit service between downtown and other areas of the city” was quite important to respondents who work downtown but less so for other groups.

This was the number three priority for respondents who work downtown but only number five for respondents who visit downtown to shop, dine, do business or play, number seven for respondents who live downtown, and number eight for respondents who own or manage a business downtown.

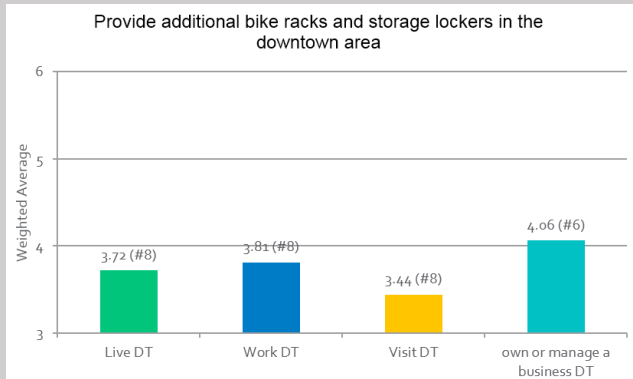
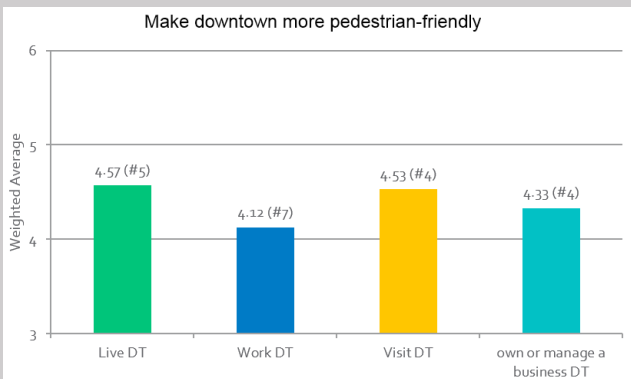
“Ensure the City has the resources needed to maintain current parking infrastructure” was a high priority for respondents who visit downtown to shop, dine, do business or play as well as those who own or manage a business downtown. However, it was a lesser priority for people who live downtown.



“If public transit to downtown were more readily available and more convenient, I would go downtown more and shop more when I was there.” – survey respondent who works downtown

“Make downtown more pedestrian-friendly” was a higher priority to respondents who own or manage a business downtown as well as those who visit downtown to shop, dine, do business or play, than it was for respondents who work downtown.

“Provide additional bike racks and storage lockers in the downtown area” was not a high priority for any of the groups.



Adding more parking supply

Respondents showed a high aversion to paying higher parking rates in order to cover the full cost of adding more parking in the downtown area with only 25.56 per cent in favour and 74.44 per cent against.

Variable parking rates and zones

Respondents were almost evenly split when it comes to the idea of both variable parking rates and variable parking zones. For the question, “are you in favour of parking rates that vary by time of day (where higher rates are charged during busy times and lower rates are charged during less-busy times) if it meant it was easier to find a parking spot,” 52.53 per cent of respondents said “yes” and 47.47 per cent said “no.”

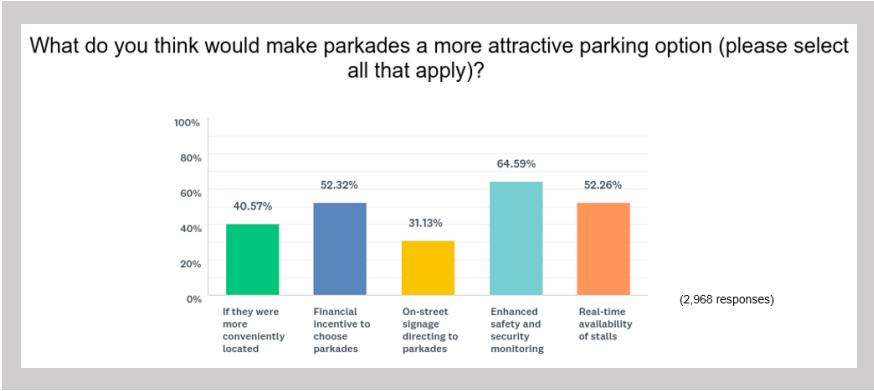
“As I recall, it wasn’t too long ago when we had more spaces and rates were lower. Now we have less spaces, rates have doubled, and you ask if I would be will to pay more to add spaces? Seriously?” – survey respondent who works downtown

“A lot of people I talk to have no idea where most of the parkades are located.” – survey respondent who visits downtown

For the question, “are you in favour of variable parking zones (where higher rates are charged in high demand areas and lower rates are charged in lower demand areas) if it meant it was easier to park in more popular areas,” 50.10 per cent said “yes” and 49.90 per cent said “no.”

Parkades

Respondents were largely uneasy with the idea of using parkades. Only 41.65 per cent said “I feel comfortable using a parkade” while 38.94 per cent said “I prefer not to use a parkade but will if there are no other convenient options” and 19.40 per cent said “I try to avoid using a parkade at all times.”



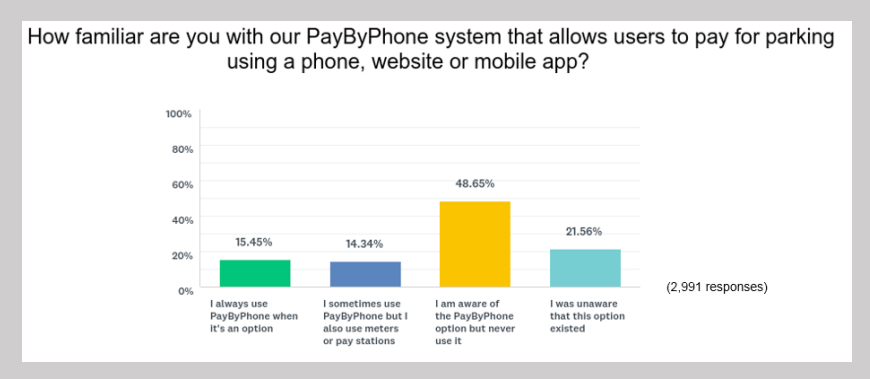
Respondents were also asked what would make parkades a more attractive parking option and three measures were identified by more than 50 per cent: “If the safety and security monitoring at parkades was enhanced” (64.59 percent), “If there was a financial incentive to choose parkades over other options” (52.32 per cent) and “If real-time availability of stalls was available online and at parkade entrances” (52.26 per cent.)

PayByPhone

There appears to be high awareness of the PayByPhone option but less than 30 per cent use it even sometimes.

Respondents were also asked to indicate on a sliding scale what their comfort level is with “the possibility of this type of technology eventually allowing the City to install fewer meters and pay stations as a way to keep costs down?”

A five-point scale was used with 0 = not at all comfortable, 2 = neutral, and 4 = very comfortable. The average of 2,479 responses was 2.52 and the median was 3 (median means an even number of responses were higher than 3 and an even number of responses were lower than 3.)



Conclusions

One big takeaway from the results of this survey is that survey respondents are asking for more easy-to-access and real-time information about the availability and cost of downtown parking. What we see, especially in many of the written comments we received, is that there is a lot of misinformation about the downtown parking situation.

"Need more street parking and the 2-hour limit is brutal. Sometimes appointments take longer than expected and you can't even extend time on meter using app. Automatic ticket. Brutal. Not fair."

— survey respondent who visits downtown

Education

On-street parking continues to be the preferred option of people who visit downtown to shop, dine, do business or play. It is also what most business owners or managers see as the preferred option for their customers. This is the case even when someone needs to park for longer than two hours, which is the on-street limit in the downtown core and this ultimately leads to frustration.

This suggests that more education is needed, so members of the public know that if they are going to be downtown for more than two hours, parking lots and parkades are their most convenient

and cheapest options. Education could also be targeted at business owners and managers, so that they can encourage their customers to use parking lots and parkades when they are the most appropriate options.

Education might also help get more downtown workers to use parking lots or parkades as almost 25 per cent of respondents who work downtown reported that they typically use on-street parking. Education targeted at workers however, will likely be most effective if it is paired with financial incentives.

Pricing

The cost of parking is a big concern for many respondents. For example, the number one reason for using on-street parking cited by respondents who work downtown is that they consider it "less expensive" than parking at a lot or parkade.

The results of this survey suggest that pricing is one lever available to the City to influence when or where people park. Respondents largely indicated that if they had a financial incentive to choose a parkade over other options that this would influence their choice of where to park.

"I think the biggest challenge with downtown parking is the residents and workers plugging up on-street and surface parking for an entire day when the same stall could be used by 20 or more patrons of businesses in the same period."

— survey respondent who visits downtown

As well, the near 50/50 split in respondents' comfort with variable parking rates and zones suggests that there is room to try these ideas out.

Parkades

The survey results suggest that parkades are not currently a popular option. However, the results also suggest that this could be improved if some simple measures were implemented, especially enhancing the security monitoring of parkades and providing real-time information about stall availability both online and by parkade entrances. Many respondents also indicated a need for more information about where parkades are located.

Technology

Interestingly, while the use of PayByPhone does not appear to be particularly popular, more than half of respondents are comfortable with the idea of this kind of technology being relied on more heavily in the future. However, we are still some ways away from having widespread public acceptance of getting rid of on-street meters and pay stations altogether.

"It would be very helpful if there was more free parking available all week for people who work downtown. Paying for parking all week takes a large chunk of my paycheque (minimum wage)."

— survey respondent who works downtown

Alternative transportation

There is definitely an appetite for enhancing alternative transportation options. People who work downtown indicated that improving transit service between downtown and other parts of the city is a high priority. People who live downtown indicate that making cycling downtown safer and easier is a high priority as is providing more incentives for people to walk, bike or take transit instead of drive.

And while alternative transportation options were not as high priorities for people who visit downtown to shop, dine, do business or play, they still supported them.

"I'd like to see transit free for trips that start and end in the downtown zone, similar to how the C-Train works downtown Calgary, which requires no fare for travel within downtown. This way if you see a bus, you can hop on for a block or two without having to pay, etc."

— survey respondent who works downtown

"Technology is a wonderful option except for our senior population who struggle to access health care services in the downtown core because of the challenges to park. Our city should be exploring ways to be age friendly, not just technology savvy."

— survey respondent who works downtown

Demographic information

A plurality of respondents (20.64 per cent) reported their age to be between 30 and 39. The next biggest group was respondents aged 20 to 29 (19.59 per cent), followed by 40 to 49 (18.22 per cent), 50 to 59 (17.54 per cent), 60 to 29 (14.99 per cent), 70 or older (5.47 per cent), and 19 and under (2.05 per cent). 1.5 per cent of respondents preferred not to say.

A majority of respondents reported they are female (71.38 per cent) while 24.33 per cent reported they are male, 0.96 per cent said they identify as neither male nor female, and 3.33 per cent

said they prefer not to say.

A plurality of respondents reported that their primary type of vehicle is a small car (38.52 per cent), followed by small pickup truck, SUV, MPV or minivan (36.16 per cent), large pickup truck, SUV or van (11.89 per cent), large car (7.70 per cent), bicycle (1.73 per cent), electric or hybrid vehicle (1.50 per cent), motorcycle or gasoline-powered scooter (0.46 per cent), and electric bicycle (0.18 per cent). 0.41 per cent said none of the above and 1.46 per cent said they prefer not to say.

"Better parkade signage. I just looked up parkades in Kelowna. I only ever knew about the Library one, I never knew about the Chapman or Ellis ones. Put something on the street itself like a 'P' in a circle and an arrow pointing to the turnoff. I've driven past them a million times and never used them. Parkades should have a billboard stating how many free stalls there are."

— survey respondent who visits downtown

"Cheap parking is a serious problem. Cheap parking incentivizes road users away from socially desirable modes of transportation like cycling. While politically unpopular, we should increase the price of parking, especially in high demand areas, and absolutely refuse to produce more."

— survey respondent who lives downtown