

# Transportation Demand Management Engaging the Public

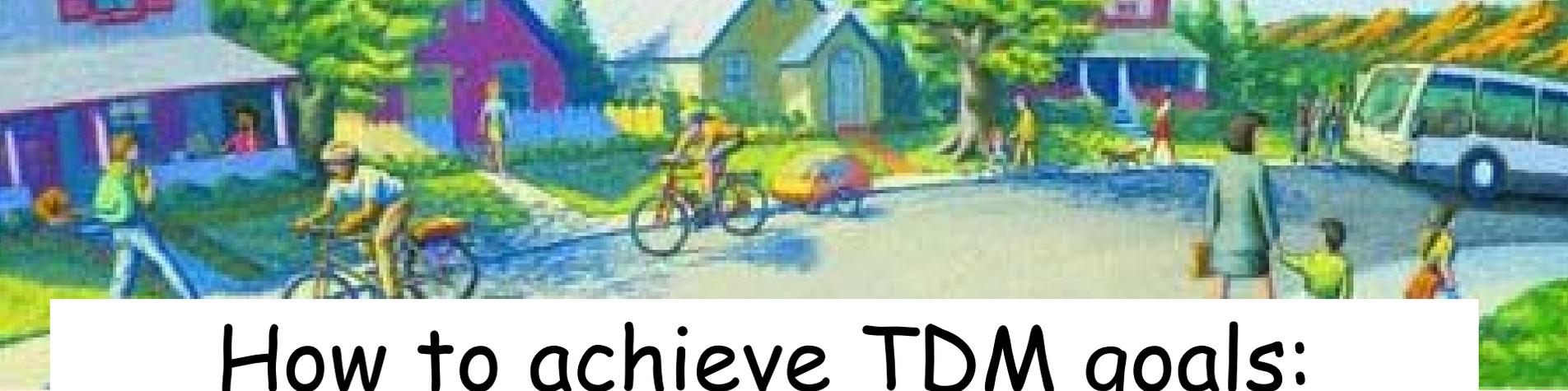
City of Kelowna, Regional District of Central Okanagan,  
Westbank First Nations

London TDM Roundtable  
September 16, 2004

# Central Okanagan TDM Program

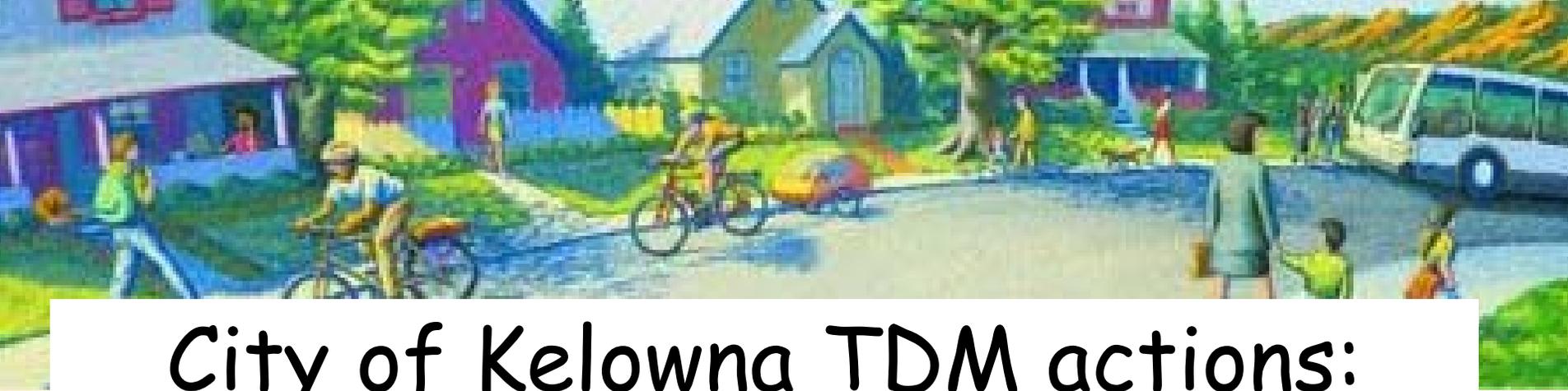
- Area population is approximately 150,000
- Why TDM? - ave. household travels over 30,000 km per year; over 91,000 licensed vehicles
- Regional nature - City of Kelowna, RDCO, Westbank First Nations
- TDM recognized in 1995, program initiated in 1999
- Over two thirds of the pop. recognizes the need and has a desire to reduce their automobile usage
- Community support is encouraging - the Central Okanagan won the national Commuter Challenge in 2002 and 2003





# How to achieve TDM goals:

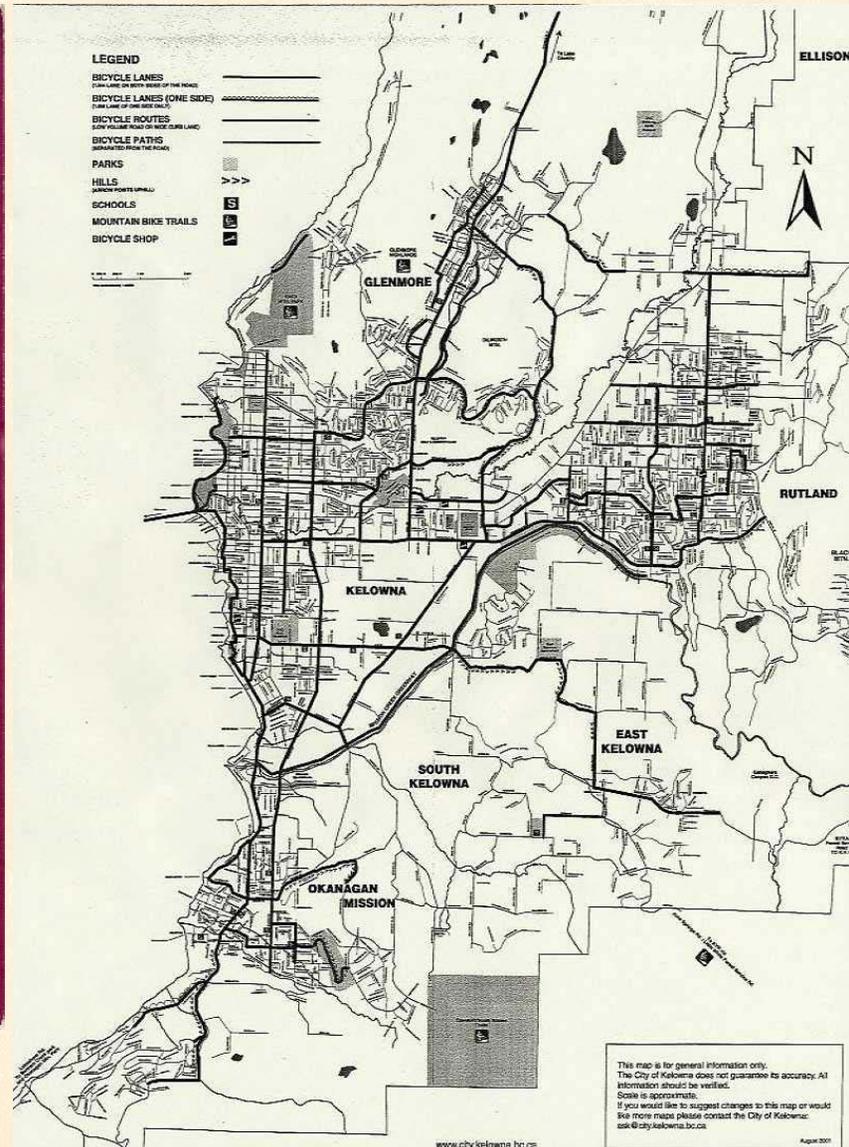
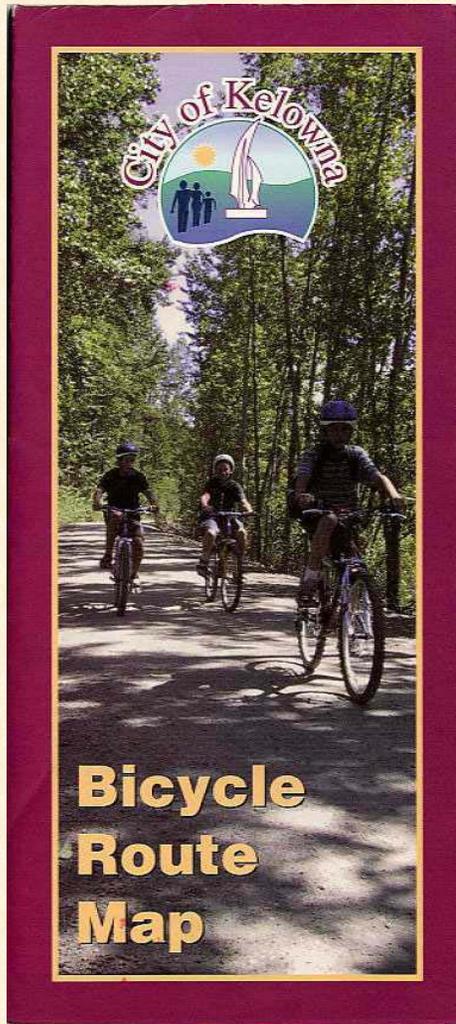
- **Provide options to single occupant vehicle use:**
  - Transit
  - Pedestrian e.g., sidewalk master plan, rails w. trails
  - Cycling e.g., bicycle network master plan, cycling coalition support, bike racks & lockers
  - Land use planning e.g., urban centres
  - Car pooling
  - Tele-commuting, ...



## City of Kelowna TDM actions:

- Bicycle network master plan and sidewalk master plan
- Transit improvements (now budget constraint mgmt.)
- Bicycle rack/ locker program
- Alternative infrastructure - development standards, Rails with Trails, ...
- Integrating parking management with TDM goals
- Long range planning - Official Community Plan, Transportation Plans, OVTP,...

# Bike lanes & paths



# Cost shared bike rack program



# Bus Bike Racks



# Bike locker rentals



# Pedestrian movement



# Transit services

