

**APPENDIX D: DRAFT NEWS RELEASE (EMBARGOED)**

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## News release

FOR IMMEDIATE RELEASE

October 29, 2018

# Okanagan Travel Survey rolls out

Households throughout the Central Okanagan and Vernon will be randomly selected and sent a letter inviting them to participate in the 2018 Okanagan Travel Survey between October and mid-December.

The survey, conducted every five years, provides critical information to help plan improvements to roads, transit infrastructure, services, and pedestrian and cycling facilities.

"We urge residents who are contacted to participate as their contribution is vital to improving transportation in our community and our region," said Rafael Villarreal, Program Administrator for the Sustainable Transportation Partnership of the Central Okanagan.

Through a confidential online survey or by phone, participating households will be asked where they travel to on a typical day, when they go, and how they get there, as well as demographic information.

"By letting us know how you get around on a day-to-day basis you are telling us what transportation options are important to you," says City of Vernon Transportation Manager Amanda Watson. "The Okanagan Travel Survey provides local governments with a wealth of information that is vital for future transportation planning."

The results of the survey will indicate trends in regional travel behaviour, measure whether Okanagan residents are increasing their use of alternative modes of transportation and help assess the effectiveness and timing of transportation investments.

Victoria-based research firm R.A. Malatest and Associates Ltd. will be conducting the survey on behalf of the municipalities of Kelowna, Vernon, West Kelowna, Peachland, Lake Country, the Regional District of Central Okanagan, Westbank First Nation and the Ministry of Transportation and Infrastructure.

Participants who complete the survey will be entered to win a cash prize or one of 100 gift certificates.

For questions about the survey, contact Malatest's survey hotline toll free at 1.855.319.2887 or via email at [info@okanagantravelsurvey.ca](mailto:info@okanagantravelsurvey.ca)

For more information about the survey, visit [smartTRIPS.ca/travelsurvey](http://smartTRIPS.ca/travelsurvey).

**APPENDIX C: FREQUENTLY ASKED QUESTIONS****FAQS**

The 2018 Okanagan Travel Survey, conducted every five years, provides your municipality and your region with information critical for making decisions on improvements to transportation infrastructure and services.

**Survey participants**

Thousands of households throughout the Okanagan have been randomly selected to participate in the survey. Those who were randomly selected received a letter inviting them to participate. Some households may also receive phone calls about the survey. Participants who complete the survey will be entered to win a cash prize or one of 100 gift certificates.

**Survey areas**

Residents in Kelowna, Vernon, West Kelowna, Westbank First Nation, Lake Country, Peachland, and electoral areas in the Regional District of Central Okanagan will be asked to participate.

**Type of survey**

The survey can either be completed online at [smartTRIPS.ca/travelsurvey](http://smartTRIPS.ca/travelsurvey) or over the phone at 1-855-319-2887. Phone interviews will range between 10 and 25 minutes depending on the size of the household.

**Timing**

The survey period runs from October to mid-December 2018. Phone interviews will be conducted from Tuesday to Friday between 4:30 and 9:30 p.m. and Saturdays between 10 a.m. and 6 p.m. The online survey can be completed on any day of the week.

This survey is an initiative in partnership with:  
City of Kelowna, City of Vernon, City of West Kelowna,  
District of Lake Country, Westbank First Nation, City of  
Peachland and the Regional District of Central Okanagan.

**FAQS****Survey portal**

- Take the survey online using the secure access code at the top of the letter at [smartTRIPS.ca/travelsurvey](http://smartTRIPS.ca/travelsurvey)
- Complete the survey over the phone by calling toll-free at 1-855-319-2887

**Survey questions**

We're asking questions about trips made during the previous 24-hour period as well as statistical information, including:

- Household information (number of people, vehicles, bicycles)
- Resident information (age, gender, licensed to drive, occupation, place of work/school)
- Trip information (start time, purpose, origin and destination, mode(s) of travel, transit route)

**Who is conducting the survey**

R.A. Malatest & Associates Ltd. is conducting the survey on behalf of participating governments.

**More information**

Contact Malatest's toll-free line at 1-855-319-2887 or email [info@okanagantravelsurvey.ca](mailto:info@okanagantravelsurvey.ca). For questions about transportation research in the Okanagan, contact Cameron Taylor-Noonan at [CTaylor-Noonan@kelowna.ca](mailto:CTaylor-Noonan@kelowna.ca) or 250-470-0656.

[smartTRIPS.ca/travelsurvey](http://smartTRIPS.ca/travelsurvey)