



City of Kamloops  
*Travelsmart<sup>®</sup> Project*

Summary Report

October 1999

# TRAVELSMART PROJECT

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Appendices

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## 1.0 INTRODUCTION

### 1.1 Background

The City of Kamloops has witnessed considerable growth over the past decade. One of the implications of growth is the additional demands placed upon the City's transportation system. While residents of Kamloops continue to enjoy a relatively congestion-free work network as well as access to alternative travel modes, there is emerging concern about what level of mobility will be retained as growth continues. The City's response was to embark upon a unique planning exercise - Travelsmart.

Travelsmart is a broadly-based program which integrates land use and transportation system planning management. This approach contrasts sharply with past exercises which sought to respond to evolving growth patterns by identifying new road and other capital facility requirements. Few attempts were made to alter projected land use and growth patterns. Travelsmart is different in many respects. The patterns of growth are molded to optimize use of existing transportation facilities as well as make most efficient use of any additional facilities required. The community's objectives with respect to mobility are explored and levels of acceptance for travel delay determined. Measures to manage demand for travel are evaluated, ranging from neighbourhood design considerations to transit system options and behaviour modification suggestions. Improvements to the transportation network take into account all modes of travel.

### 1.2 Objectives

Travelsmart attempts to achieve a number of key objectives. These may be summarized as follows:

- ♦ to develop an integrated land use and transportation strategy which is tailored to Kamloops, recognizes the strong link between land use and transportation, balances liveability and mobility goals, and carries the



community toward the 120,000 population threshold

- ♦ to provide clear direction for updating land use planning policies in the Official Community Plan
- ♦ to prepare a transportation plan which embraces all modes of travel (eg: private auto, transit, bicycle, and so forth), realistic mobility targets, affordability, and addresses travel demand management.
- ♦ to ensure that environmental (energy use efficiency, air quality), economic development and quality of life goals are taken into account.

### 1.3 Process

Travelsmart was carried out under a four phase process as shown below:

#### Phase 1 - Program Direction and Guiding Principles

- ♦ set goals and objectives
- ♦ develop and commence public consultation program
- ♦ articulate guiding principles

#### Phase 2 - Data Gathering and Transportation Model Development

- ♦ collect and analyze transportation behaviour and land use data
- ♦ develop transportation model
- ♦ calibrate transportation model

#### Phase 3 - Land Use and Transportation Scenarios

- ♦ develop a number of possible future land use/growth scenarios
- ♦ evaluate transportation system implications of each scenario
- ♦ determine preferred land use/transportation scenario

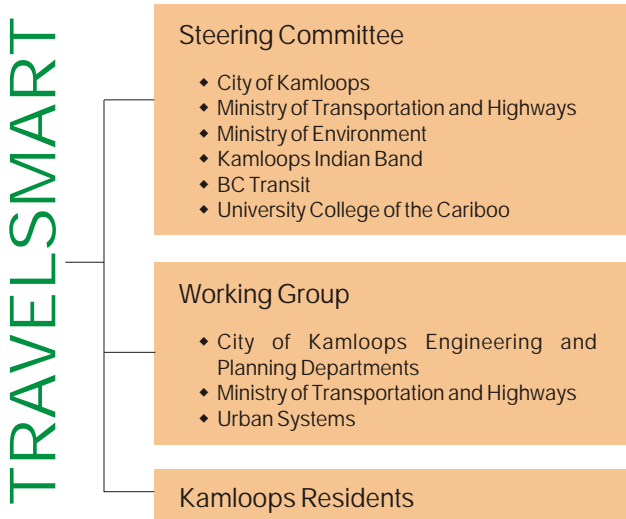
#### Phase 4 - Integrated Land Use and Transportation Strategy

- ♦ land use/growth management strategy
- ♦ capital plan for construction of required transportation facilities (including grid road plan)
- ♦ travel demand management program


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## 1.4 Participants

A wide range of community interests and agencies participated in the Travelsmart program. These are shown below:



There are also two companion reports:

- ◆ Comparison of Sixth Avenue Extension vs. Columbia Street/Summit Drive Upgrading
- ◆ Evaluation of Travel Demand Management Options for Kamloops. 

## 1.5 Report Format

The remainder of this report is set out in the following sections:

- ◆ Section 2 - sets out Travelsmart's guiding principles
- ◆ Section 3 - describes the preferred land use growth strategy
- ◆ Section 4 - summarizes transportation network management initiatives
- ◆ Section 5 - outlines the Travelsmart implementation program

The appendices of this report chart the evolution of the preferred land use growth strategy, and provide specifics on proposed land use allocation in various sectors of the community.

