



Committee of the Whole Report For the Meeting of November 14, 2019

To: Committee of the Whole **Date:** November 8, 2019
From: Fraser Work, Director of Engineering and Public Works
Subject: Sustainable Mobility Strategy Update – GoVictoria Council Workshop

RECOMMENDATION

Staff recommend that Council:

1. Adopt the directions as outlined in this draft report and direct staff to engage with the public and key transportation stakeholders and back in Q1 2020 with an update on the final Sustainable Mobility Strategy report.
2. Consider allocation of \$655,000 as part of the 2020 financial planning process to advance priority work as outlined in the Next Steps section of this report which is required to support priority transportation safety, regulatory review and program requirements:
 - a. Initiate Vision Zero program planning and increased right of way enforcement (Key Initiative 1) (2 FTEs in Bylaw Services).
 - b. Advocate to regional stakeholders, VRTC and the Province to designate Rapid Transit as a regional infrastructure priority (Key Initiative 2).
 - c. Continue investments in accessibility and active transportation (Key Initiative 3).
 - d. Initiate planning and strategies to allocate more road right of way to zero or low emissions vehicles and community parking spaces for low / zero emissions car share services (Key Initiative 4).
 - e. Initiate planning and actions in support of “Rethink the Curb” and report back with initial proposed changes as part of the annual parking update (Q1 2020) and through a comprehensive strategy for Council’s consideration in Q3 2020 (Key Initiative 5) (1 FTE in Parking Services).
 - f. Initiate investments in Smart City infrastructure to support transportation safety and traffic management (Key Initiative 6) (1 FTE in Information Technology).
 - g. Initiate priority bylaw review, support to City transit priorities and accessibility / pedestrian improvement planning (1 FTE in Transportation).
 - h. Support wider and more detailed public mobility communications and engagement (1 FTE in Transportation).

EXECUTIVE SUMMARY

The City’s Sustainable Mobility Strategy (branded as “GoVictoria”) is in draft form and includes a set of values, policy directions, major initiatives called Key Initiatives, and the supporting goals,

targets and strategies.

GoVictoria replaces multiple older transportation master plans and introduces a single mobility strategy to reflect the inter-connectedness and inter-dependencies of all mobility networks. This holistic and integrated planning approach intends to deliver more effective planning and decision making across the transportation 'system of systems'.

This work commenced with analysis of the city and regional transportation patterns and was informed by engagement with community and transportation stakeholders. GoVictoria identifies a set of important mobility values shared in our community, such as safety, equity, affordability, liveability, climate action and accessibility.

The Strategy intends to address significant changes occurring in the mobility space, which include the introduction of new mobility modes, shared mobility services, ride hailing and e-mobility devices. The new players in our mobility ecosystem require new ways for the City to value, manage and allocate the limited space in our streets, sidewalks and along the curb. New policies, tools and programs will be required to address these changes so that we can meet the needs of the community.

The analysis and initial engagement phase helped shape important strategic directions that staff consider ready to share and discuss with the community. A set of priority programs called Key Initiatives have been developed and represent the essential program areas to deliver the changes needed to reach our goals and targets.

These Key Initiatives are:

1. Adopt Vision Zero: A formal program for transportation safety through better road design, monitoring, education, and enforcement.
2. Transform Public Transit: New regional dialogue and planning to find ways to accelerate our shift to rapid and frequent transit that can out-perform the automobile's convenience and speed, in a much more affordable, sustainable and convenient way.
3. Accelerate Accessibility and Active Transportation: A continued focus on investments in active modes and accessibility improvements to support safer, more sustainable, more convenient, attractive and enjoyable travel for all ages and abilities.
4. Shift to Zero Emissions: An acceleration of mobility GHG reductions through the adoption of road allocations, incentives, electrification infrastructure and transportation demand management initiatives.
5. Rethink the Curb: A new approach to managing the valuable curb space to incentivise the required changes to parking and loading zones through changes to allocation, configuration, pricing, performance and other incentive schemes to ensure the highest and best usage.
6. Harness Technology and Data Opportunities: The use of technology to enhance the integration, management and performance of our mobility systems, to make travel safe and seamless, and use data to strengthen decisions and planning.

These Key Initiatives include specific 2030 targets and are strengthened by goals and strategies, to help organize future priorities and actions. The GoVictoria program represents a multi-year integrated mobility plan to strengthen transportation safety and performance. With Council's direction, staff will complete the remaining engagement and prepare the final draft for approval with a comprehensive action plan and resource assessment to inform future financial planning processes.

PURPOSE

The purpose of this report is to share the directions of the draft Sustainable Mobility Strategy and to obtain Council's approval to complete more detailed engagement before finalizing the strategy. The report also highlights a set of emerging priority actions that could be initiated in 2020, and are presented in the report for Council's consideration.

BACKGROUND

As a part of the 2018 - 2021 Strategic Plan, Council directed staff to develop a strategy to achieve the City's long-term mobility goals in an integrated fashion across all networks, modes and asset groups. GoVictoria, the City's Sustainable Mobility Strategy, will establish the City's mobility vision, mission, strategic framework, objectives and targets - for the next decades of planning, investment and action.

Why a Strategy Now?

In order to meet the needs of current and future generations, the City's mobility systems and networks must continue to evolve and respond to population growth, congestion, development changes, climate change and other major forces. Over the next 20 years, the population of the South Island area is projected to grow from 400,000 to 450,000 people. Regional forecasts prepared by the CRD indicate that the number of daily travel trips across the region will increase from 1.1M trips per day to 1.3M trips per day (a 20% increase). In a city with limited space, careful planning is required to prepare for these changes.

Our mobility infrastructure needs to be effective, affordable, attractive and sustainable. Transportation technology is responding to these important needs and new and disruptive technology advances are occurring at a high pace in areas like automation, electrification, micro-mobility, Mobility as a Service, and others. Our municipality has to stay abreast of these emerging changes in the marketplace, but also has a core responsibility to manage and sustain our aging infrastructure with intelligent network design, asset configuration and operations, improved safety, and improved levels of services for mobility modes that have been historically under served. All of these requirements can be addressed by a new, long-term sustainable mobility strategy.

The City of Victoria has historically managed transportation systems based on an modal approach, via individual asset type "Master Plan" models that assess asset condition and risks to develop plans. This historic approach has delivered individual plans for various asset or mode-groups such as traffic, parking, logistics, walking, cycling, transit, traffic lights, pavement, and sidewalk plans. This piecemeal model has failed to integrate decisions and strategies across mode and asset groups, which can lead to missed opportunities to affordably and elegantly manage cross-cutting priorities over the whole transportation system of systems. A more sophisticated, holistic and systematic approach to transportation planning, design, operations and through-life management of both networks and assets is required. Integrated planning to better define the complimentary actions and strategies needed to optimize sustainable mobility performance is essential to improving quality of life in our community.

The Sustainable Mobility Strategy (SMS), uses the word "mobility" to replace the conventional "transportation" term, which more closely aligns with the requirement to not just transport goods, people and services, but to enable the seamlessly movement of all users, in a sustainable manner. The SMS aims to deliver a new strategy to focus on values, co-benefits, and integrated value-

generation for community well-being, via enhanced mobility affordability, performance and value for money.

GoVictoria builds on Victoria's Official Community Plan (OCP), our guiding document for achieving long-term land use and sustainability goals. Specifically, GoVictoria considers the existing goals and policy directions outlined in Chapter 7. The draft Policy Directions contained in this document will guide City planning, land use and development, and provide a basis for continued partnerships, operating and capital investments.

SMS Scope of Work

The City retained international transportation consultants Nelson Nygaard to provide expert advice, guidance, research, and analysis to the City in support of the team's development of the SMS. The SMS will become the overarching strategy to support transportation related decisions and capital expenditures in the City for the next decade.

The SMS is configured to:

- Confirm the City's mobility vision, goals and targets
- Define and explore the links between land use and transportation
- Develop an approach to jurisdictional issues, roles and responsibilities for transportation and mobility planning in the region
- Identify the goals, strategies and approaches for achieving long term mobility needs
- Identify the necessary requirements and systems to design, deliver, manage, and evaluate the City's mobility network moving forward
- Identify and confirm transportation indicators, measurement and reporting cycles

The consultants were retained to help the City address emerging changes to urban, municipal mobility planning with a clear focus on values, which are central in the strategy. The process began by taking stock of our existing transportation system and modal networks. The team analyzed trends in Victoria's travel patterns; assessed population and trip growth, both regionally and within the city; inventoried where our infrastructure is functioning well or needs improvement; and mapped out the key players in our mobility system.

Highlights of the city's current Mobility Profile (or 'picture') are provided in this report, and this work is supplemented by other ongoing efforts, such as the South Vancouver Island Multimodal Transportation Plan.

The development of the SMS has been structured in several phases:

- a. Baseline transportation data and analysis
- b. Best practice review
- c. Value identification
- d. Vision and goal setting
- e. Mobility system issues analysis and strategy development
- f. Preliminary engagement
- g. Draft preparation (*current status*)
- h. Detailed engagement
- i. Final draft report

SMS Current Status

The first phase of the SMS program focussed on the analysis of our current mobility patterns, challenges, issues and the factors that shape how mobility functions in and around the City, as well

as the pressures and changes that will dictate how it performs in the future. The SMS process is in a draft format, having completed the main part of analysis and strategy development. The final document will include policy directions, Key Initiatives along with targets, goals and strategies, mobility metrics and indicators and revised network maps that will be used to update our OCP.

Today's Mobility Picture

Over the past few years mobility has changed. Even though residents have more transportation options available to them, getting to an appointment, delivering a package or arriving at school on time has become more difficult. Transit buses get stuck in congested streets and increased speed and volume of traffic is becoming more common. At the same time, more of us are competing for the same amount of space on the sidewalks or at the curb.

At a regional scale, each of the transportation systems are governed, financed, operated and maintained by various local, regional, provincial and national transportation agencies and organizations. In most cases, municipalities, BC Transit, and the Province have worked together on managing existing facilities as well as planning future upgrades and expansions to better serve travel beyond their own boundaries of responsibility supporting inter-regional travel patterns.

To meet the demands of a growing population and a thriving economy, it is urgent that we invest in and better manage our aging transportation infrastructure. Public transit must be made reliable, and our roads, bridges, and marine infrastructure modernized. We must also invest in sustainable transportation modes such as walking, biking, and mass transit, and encourage a citywide transition to sustainable fuels to avoid the most severe impacts of climate change.

Victoria is home to over 90,000 jobs and is the economic centre of the Capital Regional District that has roughly 210,000 total jobs. The city continues to absorb much of the region's growth in employment with 5.4% job growth between 2011 and 2016. Each day, nearly 40,000 commuter trips are made into Victoria. The average person in the Capital Region makes approximately 7 trips per day. Trips in the region during commuter peak periods comprise almost half of all daily trips. Increased numbers of newcomers and immigrants will benefit from easy to use welcoming wayfinding, affordable mobility options, and effective public transit service. New families with young children and those older than 65 are the fastest growing segment of Victoria's population. To ensure accessible connections between schools, home and essential services the City needs to support local transit between neighbourhoods, traffic calming on our roads, improvements to sidewalks and cycling infrastructure investments.

As a built city, with older, narrow streets, we must make the best use of our space to move people sustainably. Managing our system for safe, reliable travel times supports local commerce and economic productivity enabling goods and services to predictably move around our community.

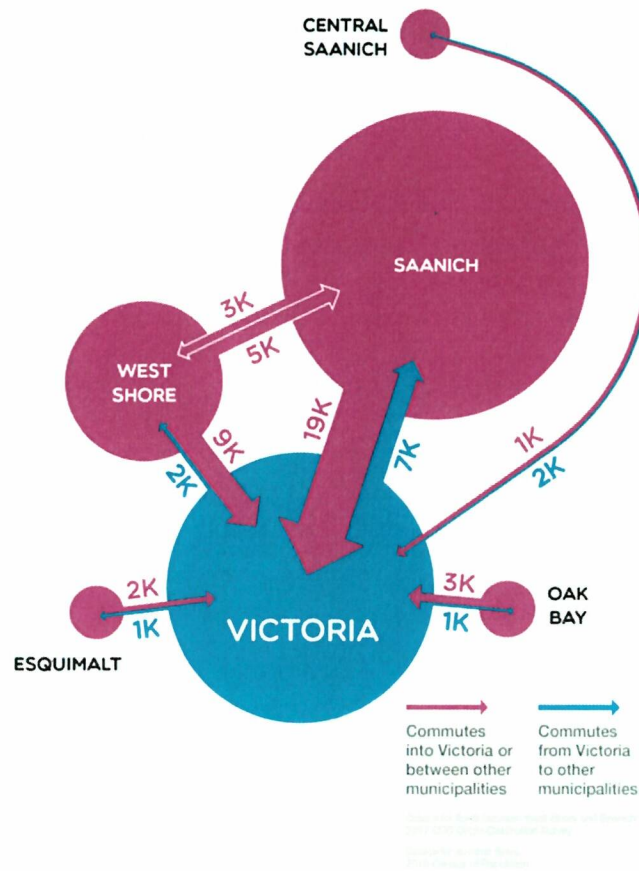


Figure 1. Victoria Daily Travel Patterns (by population).

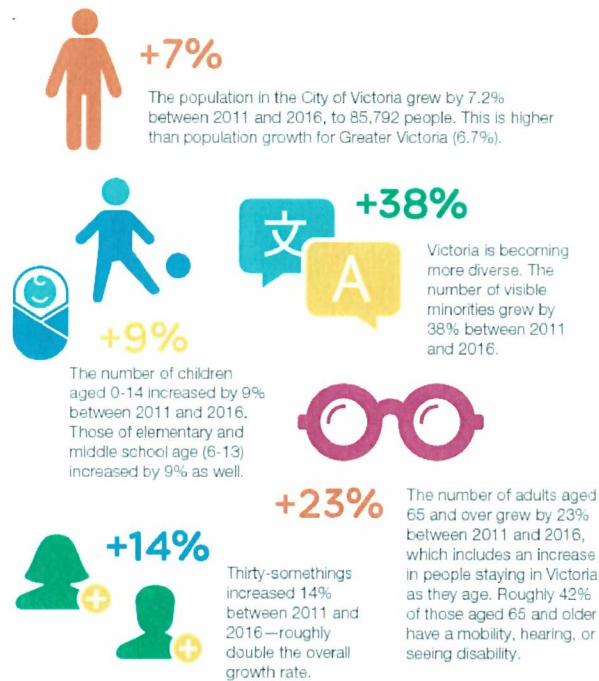
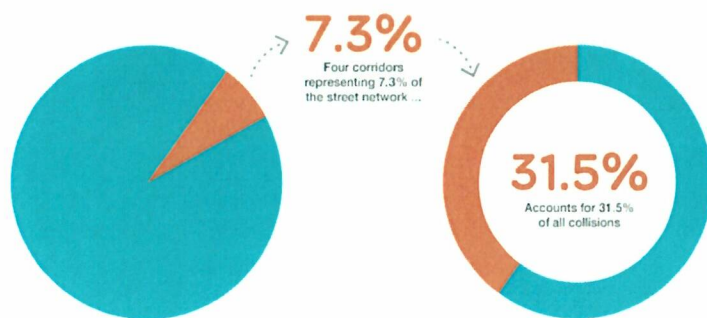


Figure 2. Demographic Changes in Our City.

The Case for Change

- 1. Injuries and Fatalities:** In 2016, 5 people per week suffered injury as result of traffic collisions on Victoria's roads and between 2007 and 2016, an average of 2 people a year have died. While only 6% of Canadians commuted on foot last year, they accounted for 18% of the fatalities in motor vehicle incidents. 72% of all collisions happen at intersections in Victoria and one third of all collisions happen on just 7% of our road network. Safe designs, education, and enforcement can eliminate traffic deaths and injuries from our streets, keeping everyone safe no matter how they travel.



2. Figure 3. Collisions in our city.

- 3. Health and Well Being:** Nearly 70% of Canadian adults and over 90% of Canadian children and youth are not getting the recommended levels of daily physical activity. Walkable, compact communities support short, active trips that increase daily physical activity. Making active transportation options accessible to people of all ages and abilities keeps everyone in our community healthier and more productive.
- 4. Affordability:** Vehicle ownership is expensive, as are homes in Victoria. Often, people move out of the city to save on their mortgage, but in doing so, they may have to own more than one car to meet their family transportation needs. Family commuting costs can quickly add up. The median car price in BC is approximately \$500 per month, plus fuel, insurance, parking and maintenance cost. More affordable mobility options that out-perform the convenience of the personal vehicle can drastically reduce household expenses.
- 5. Congestion:** Congestion during peak commute times is at an all-time high, where it's common to spend 45 - 60 minutes commuting to get in and out of the downtown from the edges of our region. Nearly three quarters of personal vehicles are occupied by only one person. Increased development pressures from outside the city continue to exacerbate highway congestion and trip duration.
- 6. Regional Hub / Service:** As the centre for employment and urban activity, the City plays an important role in overall regional transportation effectiveness and efficiency. More work must be done with all regional partners to create systems that service the demand, in a sustainable fashion.
- 7. Technology and Mobility Services:** Technology is driving the rapidly changing face of mobility. Electrification, automation, smart-technologies, data, micro-mobility options, ride share, mode share, vehicle share and other innovative services are all coming on line, and the City has to develop the tools, policies and regulations to effectively manage these in a manner that delivers benefits to all, and avoids unintended consequences.

8. Climate Change and Sustainability: The way we move is responsible for 40% of GHG emissions. A resilient and low-carbon transportation system is an essential part of meeting our climate action targets of 80% GHG reduction and 100% renewable energy, by 2050. Climate considerations are a central focus in the SMS.

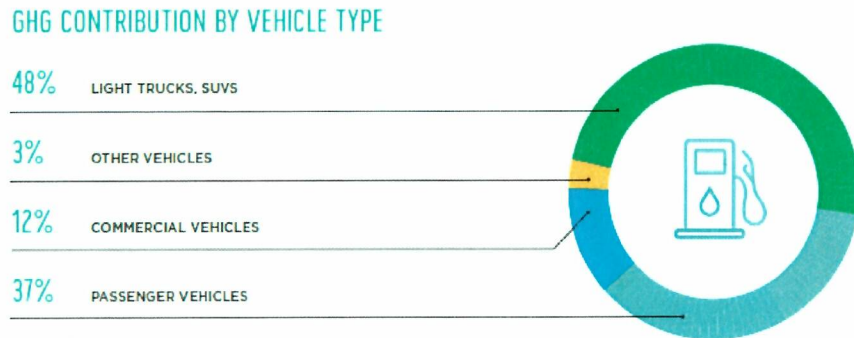


Figure 4. Transportation GHG emissions (City of Victoria, 2017).

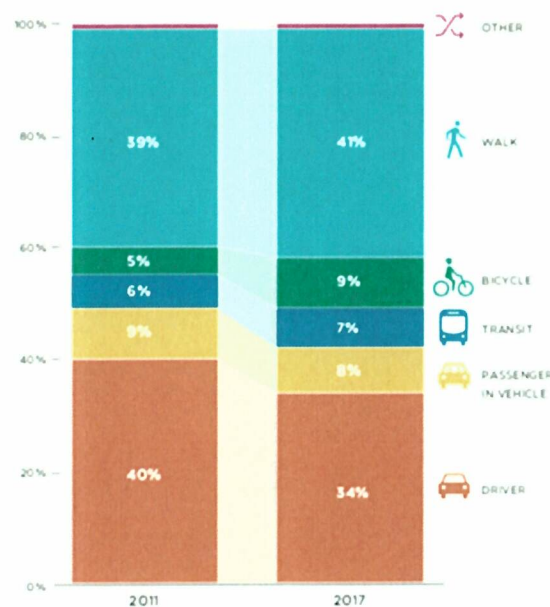


Figure 5. Mode Share 2011-2017 Comparison (City of Victoria).

If not designed and managed well, transportation systems can be noisy, unsafe, unhealthy, inconvenient, cumbersome, expensive, unaffordable and uninviting. When designed well, our mobility systems can be enablers for a high quality-of-life in the community – getting us to important places safely, on time, and comfortably.

There are many things changing, but the space available in our city for mobility infrastructure is relatively fixed. This means we have to find new ways of designing and managing our networks so we can capitalize on new and emerging opportunities to best meet the needs of our community.

Community Mobility Values

The values that we have surrounding mobility are important and shape the directions and priorities of our actions. As a part of the community feedback we have already heard, five values consistently rise to the top of discussions:

- a. **Safety:** We should prioritize our most vulnerable users, particularly the young and elderly travellers, by investing in preventing and eliminating traffic deaths and serious injuries, especially along our high-collision corridors and intersections.
- b. **Liveability and Well Being:** Our downtown and village centres should provide opportunities to meet our daily needs and to live more active, healthy lives. Victoria residents should be able to access businesses, services and community resources or a frequent transit route within a short walk. Victoria will continue to be a city of town centres and villages where housing, employment, services, and recreation come together to create complete communities.
- c. **Equity and Affordability:** Household transportation costs are often the second highest monthly expense for residents, after housing. All people in Victoria should have access to sustainable mobility options no matter who they are, where they live or what abilities they have. We should address disparities and increase access to opportunity for vulnerable, underserved populations by focusing improvements in areas with the greatest need and where people rely on walking, bicycling, and transit the most.
- d. **Climate Action:** Moving people, goods, and services around Victoria should generate no greenhouse gas (GHG) emissions and our services and infrastructure should be resilient to climate change impacts.
- e. **Accessibility and Connectivity:** We should expand mobility choices and networks to better connect and strengthen our city, neighborhoods and region. Travel modes should be seamlessly integrated to create a system that enhances access and provides new opportunities for all residents. Our streets and rights-of-way should be designed and managed to give priority to people walking, bicycling, taking transit, and delivering goods over people driving single occupancy vehicles.

Engagement Summary – Completed and Planned

Engagement with key stakeholders over the past months has been informed by the current mobility challenges Victoria is facing and emerging gaps in our ability to meet future needs. Staff have been meeting with neighbouring municipalities, agency partners, neighbourhood associations, service providers, experts, and institutional groups to better understand their perspectives and shape the emerging directions.

The City used public events, newsletters and outreach, its website and social media channels and an interactive kick-off event to generate interest in the program. Staff attended community events and festivals throughout the spring and summer of 2019 to connect with residents and visitors about what they valued when it came to mobility. The City also hosted more than 20 focus groups, presentations and discussions with agency partners including:

- Saanich
- Oak Bay
- Esquimalt

- CRD
- BC Transit
- Island Health
- UVic / Camosun College
- ICBC
- Victoria Police
- Victoria Fire Department
- Integrated Road Safety Unit
- CRD Traffic Safety Commission

In addition to targeted engagements, the city relied on established channels for feedback from stakeholders on transportation design, planning, operations, and maintenance issues. Through this process, the project team has deepened its understanding of the issues and factors that will help define the way forward. Presentations and indirect input was also gathered from activities, meetings and discussions with:

- Intercultural Association of Greater Victoria
- Downtown Victoria Business Association
- Neighbourhood Associations
- Garbage, recycling and logistics companies
- Greater Victoria Cycling Coalition
- Walk on Victoria
- Emerging mobility service providers such as Modo, U-Bike, Lime Scooters, Boost
- City of Victoria Renters Advisory Committee
- City of Victoria Active Transportation Advisory Committee
- City of Victoria Accessibility Working Group
- Victoria Disability Resource Centre, Parking Committee
- Destination Greater Victoria Transportation Committee
- Chamber of Commerce
- Smart South Island Strategy (South Island Prosperity Project)
- Logistics and delivery company operation session
- Translink Future Mobility Network

Some of the key themes we have heard to date are summarized in the following list:

- People support improvements to sidewalks and pedestrian crossings to ensure connections are safe, accessible, and attractive.
- There is a desire to focus on safety improvements, such as improved street designs, education, and enforcement.
- There are concerns about the challenge of finding parking (short term and long term), including accessible parking options for people with disabilities and secure bicycle parking.
- Delivering goods and providing services is not easy – there is increasingly more competition for curb space for vehicles of all sizes.
- Road user education, etiquette and enforcement is needed to improve safety, reduce tension and build respect among different users.
- There are opportunities to be more creative with on-street and off-street parking to support those who need to drive, while investing in reliable and safe options for those who do not.
- Victoria is a desirable place to live and visit and people shared concerns about increased daytime population and its impacts to traffic and pollution as well as impacts on overall affordability.

- There is support for improved transit within the city and connecting to the region, including rapid bus on Douglas Street, more frequent service, improved reliability, and well-designed connections and transit stations.
- People are seeking more transportation options, including new carshare models, ride-hail services, electric bikes, and new uses for transportation corridors like the E+N.

Engagement Next Steps

It is proposed that the City undertake a final phase of engagement with the public on the approved draft plan. This phase will solicit feedback on the proposed Policy Directions, Key Initiatives and the specific goals and strategies emerging to date. This phase would commence following Council's consideration of this Report.

Input from the targeted sessions with stakeholders and the public would be gathered through the following approach:

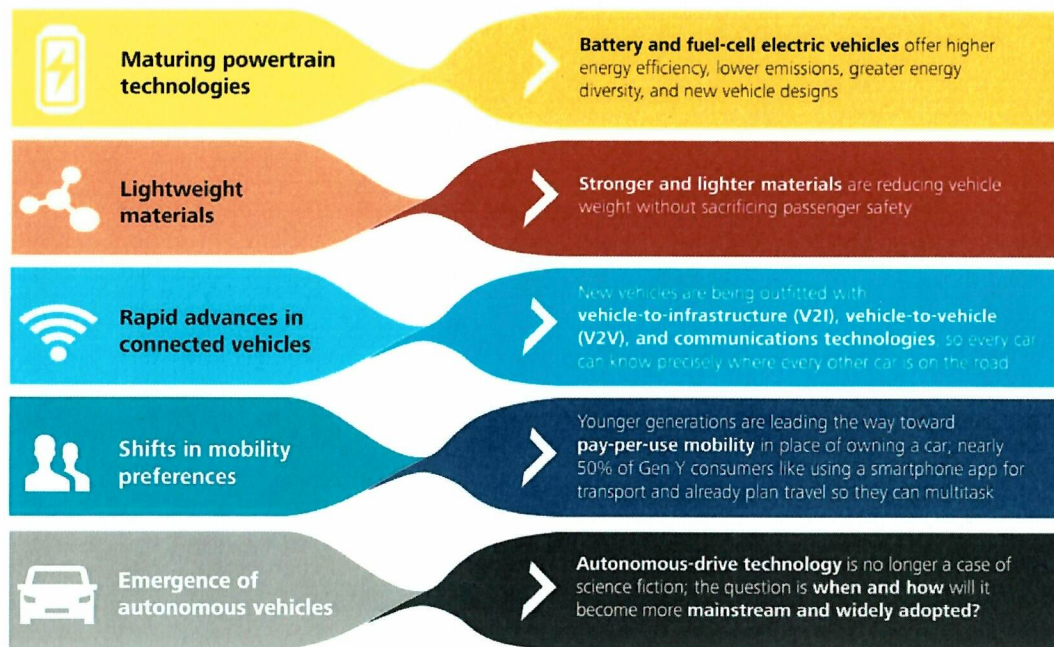
- A mobility awareness campaign, deployed through on-street pop-ups and other tactical elements that drive participation in the online survey.
- Stakeholder focus groups on the Key Initiatives and its goals and strategies.
- Agency partner discussions and meetings on directions, goals and strategies.

Input from this final phase of engagement will be incorporated into the final SMS with recommendations for Official Community Plan amendments to Council.

Our Mobility Future

The SMS will lead our transition to an integrated, clean, and seamless mobility system, shaped by our shared vision and values. With clarity on our shared values and vision of success, we can navigate the changes ahead to achieve our mobility future. Our mission statement is still being shaped, but can currently be defined as what the City should do each day to deliver the highest mobility benefit to our community:

"The City must steward, repurpose, and transform the right-of-way to meet the demands of a growing city; to provide equitable access to mobility choices, opportunities, and services; and to promote human and environmental health"



Graphic: Deloitte University Press | DUPress.com

Figure 6. Converging forces transforming mobility (Deloitte).

The City of Victoria is not alone when it comes to managing the pace of mobility change. Many other cities across North America and around the world are grappling with how to adapt their existing systems to support different users, constrained by limited physical space and competing demands. Allocating space differently to support new modes, new uses and travel patterns is not easy. Changes to parking, intersections, traffic routes, rules and other modifications requires investment, time, education, awareness, engagement and enforcement. In many cases it requires new policies and regulations to manage new and emerging business models, and new technology and systems to protect the public good, while making room for new and beneficial services, like accessibility, ride hailing, ride sharing, micro mobility, shared mobility, electrification, bike lanes, increased pedestrian realm, and other changes.

Draft Policy Directions

The SMS builds on the existing goals and policy directions outlined in Chapter 7 of Victoria’s Official Community Plan. The OCP establishes broad objectives and our modal hierarchy of transportation and mobility priorities. The ultimate set of Policy Directions in GoVictoria will guide City planning, land use and development, and provide a basis for continued partnerships, operating and capital investments. Appendix A contains an overview of the Draft Policy Directions, which are summarized below:

1. Integrating Land Use and Transportation
2. Aligning Our Networks
3. Multi-Modal Level of Service
4. Valuing Our Right-of-Way
5. Operating and Maintaining Our Assets

“Key Initiatives” – the Major Initiatives Needed for Our Mobility Future

The SMS’s response to these the current challenges we face are configured in a set of major program areas, we call “Key Initiatives”. These Key Initiatives aim to support the most important

changes to manage risks and realize benefits. The Key Initiatives are the main components of the SMS and, in many cases, will take years to realize. It is still essential to commit to these at the earliest opportunity and begin initial planning and actions to prepare for the future. The Key Initiatives are summarized below:

1. Adopt Vision Zero: A formal program for transportation safety through better road design, monitoring, education, and enforcement.
2. Transform Public Transit: New regional dialogue and planning to find ways to accelerate our shift to rapid and frequent transit that can out-perform the automobile's convenience and speed, in a much more affordable, sustainable and convenient way.
3. Accelerate Accessibility and Active Transportation: A continued focus on investments in active modes and accessibility improvements to support safer, more sustainable, more convenient, attractive and enjoyable travel for all ages and abilities.
4. Shift to Zero Emissions: An acceleration of mobility GHG reductions through the adoption of road allocations, incentives, electrification infrastructure and transportation demand management initiatives.
5. Rethink the Curb: A new approach to managing the valuable curb space to incentivise the required changes to parking and loading zones through changes to allocation, configuration, pricing, performance and other incentive schemes to ensure the highest and best usage.
6. Harness Technology and Data Opportunities: The use of technology to enhance the integration, management and performance of our mobility systems, to make travel safe and seamless, and use data to strengthen decisions and planning.

Each Key Initiative contains a target, goal, and number of potential strategies. Appendix B contains a comprehensive list of potential strategies identified through the first phase of work.

Key Initiative 1: Adopt Vision Zero

Target: Reach and maintain zero annual traffic fatalities and injuries

Vision Zero is a systems-based model for improved road safety that prioritizes human life over ease of mobility and convenience. It acknowledges the importance of safeguarding human life with better design and minimized speed to reduce accident severity. In 2016, 276 people suffered injury as result of traffic collisions on Victoria's roads. Between 2007 and 2016, an average of 2 pedestrians / cyclists a year have died due to traffic collisions. Society pays for poor traffic safety in many ways, including socialized health care costs, insurance premiums, lost economic productivity, and other costs. Preventing these accidents is completely achievable. Vision Zero is being adopted in countries and cities around the world, in countries like Sweden and the UK, who have the world's lowest rates of road injuries and deaths. Individual cities who have adopted Vision Zero programs have seen big reductions in the number and severity of injuries. The City of Edmonton has reduced their serious injuries by 17%, deaths by 40%, pedestrian injuries by 21% and cyclist injuries by 29%. In New York, one of the first cities in North America to introduce a Vision Zero program, annual traffic deaths have fallen by 40% since the program began.

Key Initiative 2: Transform Public Transit

Target: Double transit ridership to, from and within the City by 2030

Transit provides both a regional and local, efficient and affordable mobility option which is scalable, can operate within existing rights of way and is capable of expanding and evolving in response to growing mobility demands. Transit ridership in the region is growing but the “business as usual” model of investment and expansion needs to change if the region is to avoid the rising economic, environmental and social costs of congestion. Over the next 20 years, the population will continue to grow from 400,000 to 450,000 people and with regional forecasts predicting the number of daily vehicle trips to increase by 20%. Based on the current regional mode share, this translates into an estimated 100,000 more automobile trips in peak periods. Transit is the most effective, least expensive and readily available option that can address regional gridlock.

Key Initiative 3: Accelerate Accessible & Active Transportation

Target: By 2030, 55% of all trips made to, from and within Victoria are by walking, rolling or cycling

Walking, rolling and cycling are sustainable and affordable transportation options over short distances and can increase community interaction, health and well-being. Victoria already gives these modes high priority and has been investing in more active transportation infrastructure than ever before. Our development of the All Ages and Abilities bicycle network is growing ridership and we are increasing spending on missing sidewalks, making sidewalks safer and more accessible and implementing more crosswalks. 27% of all trips to, from and within the City are by walking, cycling or rolling, which is the one of the highest active mobility rates in the nation.

Key Initiative 4: Shift to Zero Emissions

Targets:

- By 2030, renewable energy powers 30% of passenger vehicles and commercial vehicles operating in Victoria;
- the average vehicle ownership per household is reduced by 30% from 2017 levels;
- the average vehicle kilometers travelled per household is reduced by 20% from 2017 levels

In Victoria, transportation accounts for 40% of greenhouse gas (GHG) emissions and with the majority of all car trips in BC’s urban areas being less than 30km, well within the range of standard electric vehicles, shifting transportation to a zero emissions model is a top priority. Between 2018 and 2019 the EV portion of new passenger car sales in BC increased by 15%. The Climate Leadership Plan clearly identifies the requirement to reduce GHGs and reach 30% vehicle electrification by 2030. The City can use its land use and regulatory powers to incent a shift to low and zero emissions vehicles. The allocation of road right of way and curb access (see Key Initiative 5) will be increasingly an important tool to incentivize zero emissions vehicles and a shift to shared mobility and other emissions free travel choices.

Key Initiative 5: Rethink the Curb

Target: By 2023, 100% of Victoria’s curb space is managed and prioritized according to our values and adjacent land uses

The curb is not simply the concrete separating the sidewalk and the roadway, it is an important interface between the vehicle and the pedestrian realm, giving access to the City not reachable by automobile. In the last 5 years the demand for our curb has nearly doubled. Parking infractions have continued to rise, which means interventions are required to ensure the curb continues to serve the public good, rather than being privatized for commercial gains. Delivery services are rapidly growing to service our growing city, and with ride-hailing approaching – the demand is set to rise further. It is critical that the City has principles and policies in place to effectively manage this change. Efficient and high-performance parking and loading spaces are required to service many needs, including retail logistics, people with disabilities, shoppers, workers, and visitors and tourists – all competing for limited space in high demand areas. The valuation of this space must be set appropriately to incentivize appropriate turnover so that the most people can benefit.

Key Initiative 6: Harness Data and Technology Opportunities

Target: By 2025, the City's traffic and smart mobility infrastructure provides real-time mobility safety and performance data to support evidence-based decisions

The city's ability to make smart and cost-effective decisions on the operation and investments in our transportation systems is dependent on our access to quality, comprehensive and real-time data. In the near term, existing technologies can improve the safety, efficiency, reliability and resiliency of our transportation network. In the long term, emerging technologies like connected and automated vehicles, and transportation network services like ride hailing, present both an opportunity and a challenge. The increasing availability of data, expanded communications technology, and emerging approaches to demand management lets us more effectively use the existing transportation system and prepare for future technological advances. By strategically employing technology we can improve the way our network functions to support our desired outcomes.

NEXT STEPS

This update highlights the emerging directions of the GoVictoria program in advance of further engagement with community stakeholders. The timing of this report allows Council to consider the Key Initiatives and related actions in the context of the 2020 financial planning process.

Mobility Projects Already in the 2020 Financial Plan

Infrastructure investments in 2020 support improved mobility network capabilities via traffic signal upgrades, crosswalk upgrades and installations, pathway upgrades, traffic calming investments, cycling routes, pedestrian wayfinding, sidewalk upgrades and installations, place-making and road re-paving. As a part of subdivision applications, re-zonings and building permit approvals, the City will leverage contributions from private developers to contribute to the right of way and mobility network improvements.

The City is also planning several actions in 2020 (using existing resources) that contribute directly to the GoVictoria Key Initiatives and are aligned with Council's strategic plan and other approved programs:

- Development of EV charging requirements for new developments
- Introduction of regulatory bylaw to support micro-mobility options in our streets
- Roll-out of the interim youth bus pass program
- Introduce metered parking zones in high demand areas across the municipality
- Creation of road safety education materials to reduce high-risk behaviours

- Develop regional emergency evacuation route planning
- Introduction of new design guidelines and standards for accessible parking

Additional Projects for Consideration

To further advance the Key Initiatives in 2020, additional resources would need to be considered as a part of the 2020 financial plan. These include the following actions and resources:

- **Initiate Vision Zero program and increase right of way enforcement** (2 FTEs in Bylaw Services):

As a part of efforts to achieve Vision Zero, the City would start allocating resources significantly ramp-up support for the necessary right-of-way enforcement. This would include bylaw enforcement to improve safety, accessibility, address noise, and traffic flow on our mobility network.

- **Regulatory bylaw updates, transit pass and shelter design program and accessibility / pedestrian improvement program initiation** (1 FTE in Transportation):

The City needs to address critical gaps in our current regulations which are out of date or inconsistent with the current mobility landscape and the emerging directions of GoVictoria. Comprehensive updates are required to support general traffic operations, goods and services delivery, right of way allocation, design standards for road typologies, and fees and fines, to name a few. Additional resources are required to update the Streets & Traffic Bylaw, the Sub-Division and Servicing Bylaw, and introduce new bylaws to support ride-hailing. This position could also begin priority planning for an enhanced pedestrian network and future accessibility and pedestrian programs.

- **Information technology support and digital development** (1 FTE in Information Technology):

Additional resources would be required to support the integration of Smart Mobility sensors in critical safety zones, provide support to introduce on-line transportation permits and service transactions, and contribute to overall data and technology integration towards mobility management.

- **Improved Parking and Curb Management** (1 FTE Parking Services):

This would focus on coordinating and implementing new parking and curb management initiatives including parking meter expansion, EV charging, loading zones, accessible parking, residential parking program assessment, shared mobility services, ride-hailing and passenger drop off/loading design/management.

- **Mobility communications and engagement** (1 FTE in Transportation):

This resource would focus on information sharing, education, and community engagement activities to support a wide range of mobility projects, policy and bylaw development and infrastructure design.

OPTIONS AND IMPACTS

Option 1:

1. Adopt the directions as outlined in this draft report and direct staff to engage with the public and key transportation stakeholders and back in Q1 2020 with an update on the final Sustainable Mobility Strategy report; and
2. Consider allocation of \$655,000 as part of the 2020 financial planning process to advance priority work as outlined in the Next Steps section of this report which is required to support priority transportation safety, regulatory review and program requirements (**recommended**).
 - a. Initiate Vision Zero program (Key Initiative 1) planning and increased right of way enforcement (2 FTEs in Bylaw Services).
 - b. Advocate to regional stakeholders, VRTC and the Province to designate Rapid Transit as a regional infrastructure priority (Key Initiative 2).
 - c. Continue investments in accessibility and active transportation (Key Initiative 3);
 - d. Initiate planning and actions to allocate more community parking spaces for low and zero emissions car share services (Key Initiative 4);
 - e. Initiate planning and actions in support of “Rethink the Curb” (Key Initiative 5) and report back with initial proposed changes as part of the annual parking update (Q1 2020) and through a comprehensive strategy for Council’s consideration in Q3 2020 (1 FTE in Parking Services);
 - f. Initiate investments in Smart City infrastructure to support transportation safety and traffic management (Key Initiative 6) (1 FTE in Information Technology);
 - g. Initiate priority bylaw review, support to City transit priorities and accessibility / pedestrian improvement planning (1 FTE in Transportation);
 - h. Support wider and more detailed public mobility communications and engagement (1 FTE in Transportation).

Option 2:

Make adjustments to the SMS directions and report back with a revised draft SMS prior to engagement, as per Council directions during this workshop.

OCP Consistency Statement

GoVictoria directly builds from Chapter 7 of the Official Community Plan. It supports goals 7A, 7B and 7C and touches on content from chapters on Emergency Management, Infrastructure, and Community Well Being. As a part of the outcomes of GoVictoria, the City will be updating its OCP reference maps and progress metrics.

Accessibility Impact Statement

The directions in GoVictoria support Key Initiative 1 of the draft Accessibility Framework. Planning for accessibility considers safer public and private transportation systems and incorporates decisions related to rights of way, land use and development that reduce barriers and effort required to access important destinations and services. The strategies and goals in GoVictoria will help to realize the City’s commitment to prevent and remove barriers from City transportation infrastructure.

Climate Change Impact Statement

GoVictoria will help to reduce fossil fuel use resulting in fewer greenhouse gas emissions to support our climate leadership objectives. Implementation of the goals and strategies will also contribute to

increased resiliency of our transportation systems which functions in the face of shocks and extreme weather events.

Financial Impact Statement

It is recommended that six additional staff are hired to deliver priority work and on-going implementation as described in this report, estimated at \$655,000 per year as a part of the 2020 financial planning process.

CONCLUSION

The City of Victoria is leading the transition to an integrated, clean and seamless mobility system, shaped by an emerging vision and goals to move people, goods and services in our community and across the region. Victoria has a rich transportation and mobility history with much to build upon. Our mobility strategy will support our current and future residents, workers and visitors to achieve our safety, affordability, equity and climate change goals.

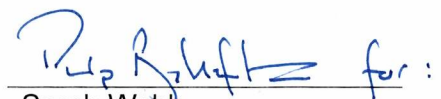
Respectfully submitted,



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Transportation Planning &
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Report accepted and recommended by the City Manager:

Date:



Nov 8, 2019

List of Attachments:

- Appendix A: Draft Policy Directions
- Appendix B: Draft Strategies