

Appendix B: Draft GoVictoria Goals & Strategies

KEY INITIATIVE 1: ADOPT VISION ZERO

Target(s): Reach and maintain zero annual traffic fatalities and injuries

Benefit potential:

- Improved safety for all
- Reduced costs to society
- Powerful tool for collaboration between partner agencies

Issues to overcome:

- Speed
- Distracted driving
- Enforcement capacity
- Public attitudes
- Lack of data
- Social licence for automated enforcement
- Large trucks and vehicle movements through urban areas
- Tension and attitudes amongst different road users

Draft Goals:

Goal 1: A culture of safety for all road users is embraced by the City and general public

Goal 2: The road network design and operations prioritize the protection of human life over all else

Goal 3: Emergency response planning and operations are prioritized on our road networks

Draft Strategies:

1. Establish a City Vision Zero Program and leadership task force
2. Advocate for and contribute to a comprehensive road safety data collection and monitoring program, including data sharing procedures with agency partners.
3. Invest in multi-modal traffic enforcement programs in partnership with the CRD traffic safety commission
4. Introduce safety-focused bylaw changes, including fees and fines, to support all users and to deter dangerous behaviors
5. Introduce a Vision Zero toolkit for use by organizations, associations, and schools
6. Develop and implement behavior change and road user education campaigns
7. Investigate expanded powers of City Bylaw Officers to enforce moving violations on City roads
8. Educate City employees on vision zero and their role in road safety while travelling on city business
9. Apply Vision Zero to roadway design and new transportation infrastructure investments
10. Implement a city-wide traffic calming program to address speed and volumes of motor vehicle traffic using an equity lens
11. Promote implementation of a red-light and proceed on green camera program at targeted intersections in the City
12. Prioritize road safety improvements and enforcement efforts on high collision corridors and intersections
13. Regulate and incentivize vehicle size for commercial and tourism activities
14. Collaborate with other municipalities on consistent application of design standards and treatments to improve safety for vulnerable road users

15. Integrate emergency services' operational requirements and response / evacuation routes in mobility planning, capital investments, street designs and traffic calming
16. Maintain emergency response and evacuation routes
17. Provide up-to-date, readily accessible information on street network changes to support emergency service operations

KEY INITIATIVE 2: TRANSFORM PUBLIC TRANSIT

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

Benefit Potential:

- Supports economic growth through transit-oriented development
- Healthier community and reduced public health costs
- Fewer cars, less pollution, and reduced GHG emissions
- Lower household transportation costs
- Increased economic opportunity - access to education, employment, goods and essential services
- Frees up space on roads for goods and services movement
- Resiliency in mobility network

Issues to Overcome:

- Slow trip duration due to lack of dedicated road right of way
- Conventional diesel transit buses with high GHGs, air and noise pollution
- Lack of transit signal priority devices in fleet along busiest corridors
- Many routes at or near capacity
- Outdated transit stops with limited amenities
- Capital investments required for completion of rapid bus upgrades / infrastructure
- New transit operations and maintenance facilities are required to grow service

Draft Goals:

Goal 1: Public transit is the highest regional mobility infrastructure priority for investment

Goal 2: Public transit is faster than driving

Goal 3: Integrated land use planning supports transit-oriented development

Goal 4: Emerging mobility solutions extend the flexibility, reach and quality of transit

Goal 5: A high-quality experience makes transit the preferred choice for more trips

Draft Strategies:

1. Work with local and regional partners for increased local, provincial and federal investments in public transit
2. Complete the Highway 1 / Douglas Street Rapid Transit line
3. Preserve historical corridors for highest and best mobility use
4. Support BC Transit's expansion of transit facilities and terminals
5. Municipalities work together to optimize transit efficiency, safety and reliability on inter-municipal roads
6. Allocate priority on City road right of way for public transit service
7. Continue to invest in traffic signal technologies to support rapid and frequent transit
8. Advocate for expanded express routes, all door loading and innovative payment systems, and route optimization that improve reliability
9. Increase density and diversity of building form on rapid and frequent transit routes

10. Evaluate the placement, size and composition of transit exchanges as a part of Local Area Planning and the roll out of mobility hubs
11. Make capital investments on City road networks to support delivery of local transit service
12. Collaborate with BC Transit to introduce innovations in transit and flexible transit service delivery models to meet local service needs
13. Support operations for special event transit service
14. Improve affordability of and eliminate financial barriers to public transit ridership
15. Enhance equitable access and physical connections to transit services
16. Re-define bus stops and stations as mobility and information hubs
17. Use technology to facilitate seamless transit trips and customer experiences
18. Accelerate the transition to zero emission transit fleets through City infrastructure and regulations

KEY INITIATIVE 3: ACCELERATE ACCESSIBLE AND ACTIVE TRANSPORTATION

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

Benefit Potential:

- Lower household transportation costs
- Fewer cars, less pollution, and reduced GHG emissions
- Increased economic productivity from reduced congestion and more shopping trips per traveller
- Reduced infrastructure costs
- Healthier community and reduced public health costs
- Improved social cohesion and civic participation
- Vibrant, safe and welcoming communities

Issues to Overcome:

- Narrow sidewalks with obstructions (hedges, utility poles, and other encroachments)
- Uneven sidewalks divided by sloped driveways
- Little to no buffer between people and vehicular traffic
- Dangerous, impractical, or missing route connections
- Lack of convenient, secure, and weather protected bike parking
- Lack of cycling knowledge, confidence or skills
- Integrated modal networks with first- and last-mile connections to transit
- Accessibility challenges related to transportation services and networks

Draft Goals:

Goal 1: Make every street safer and more enjoyable for walking

Goal 2: Make cycling safer, more convenient and comfortable

Goal 3: Evaluate, prevent and remove barriers to accessibility in our transportation network

Goal 4: Build a community culture that supports accessibility and active transportation

Draft Strategies

1. Develop and implement an All Ages and Abilities (AAA) priority pedestrian network with generous, unobstructed sidewalks and safe crossings
2. Prioritize and address gaps and missing sidewalks on City streets
3. Expand a consistent, legible, and user-friendly pedestrian wayfinding system

4. Collect and maintain critical pedestrian data and provide in an open format to support third-party mobile application development.
5. Establish criteria and procedures for implementing shared street designs on local roads and lanes
6. Complete the All Ages and Abilities (AAA) priority cycling network
7. Improve options and quality bike parking and of end-of-trip facilities in public and private places
8. Develop a spot-improvement program to address cycling safety and comfort issues
9. Introduce a bicycle network wayfinding program
10. Introduce policies to manage and regulate the safe use of different mobility devices in cycling facilities
11. Develop a universal design manual for the built environment, including specifications and standards
12. Continue to install or replace missing or deficient curb ramps
13. Continue to install accessible pedestrian signals and tactile domes through ongoing replacement programs and capital improvements
14. Continue to maintain and rehabilitate sidewalks and pathways so they are free of obstructions, hazards and debris
15. Improve and enforce measures to maintain accessibility around construction zones and special events
16. Improve access to on-street accessible parking stalls and loading areas for people with disabilities
17. Provide opportunities for rest at regular intervals by increasing the amount of seating available on and along sidewalks and other pedestrian paths, without introducing new barriers
18. Integrate accessibility requirements into new mobility service models that are regulated by the City of Victoria
19. Explore opportunities to enhance marine travel in Victoria's harbours
20. Support the delivery of youth and adult cycling skills courses
21. Develop and implement road user education and encouragement programs with regional partners
22. Support Active and Safe Route to School programs
23. Celebrate and encourage accessible and active transportation through special events and educational campaigns

KEY INITIATIVE 4: SHIFT TO ZERO EMISSIONS

Target(s): 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

Benefit Potential:

- Fewer cars, less pollution, and reduced GHG emissions
- Quieter streets
- Lower transportation costs
- Improved options and first- and last-mile connections

Issues to Overcome:

- Electric vehicle models remain limited
- Many new EVs are expensive
- Lack of charging opportunities for multi-unit residential buildings
- Transportation Demand Management programs with new developments can be inconsistent and are not systematically evaluated for outcomes
- Interest in electric car sharing continues to grow but requires use of valuable curb space
- Large scale electrification of marine transport requires significant infrastructure investments
- New micro-mobility services such as bike share or scooter-sharing, put pressure on existing curb space
- There is a need for proactive, thoughtful partnerships with private sector

Draft Goals:

Goal 1: Build a robust zero emissions charging network

Goal 2: Establish formalized transportation demand management (TDM) programs

Goal 3: Increasingly allocate rights of way to incentivize zero emission mobility

Draft Strategies:

1. Increase the availability of public charging stations (on street / off street)
2. Incentivize the use of renewably-powered and energy-efficient vehicles
3. Design and pilot a sustainable urban freight program
4. Expand electric bicycle parking options in the downtown core
5. Develop Transportation Demand Management requirements and guidelines for new development projects
6. Update off-street parking policies and regulations to support reduced auto ownership and use
7. Design and implement a corporate Transportation Demand Management program for City employees
8. Partner with service providers to support emerging electrification for air and marine travel

KEY INITIATIVE 5: RETHINK THE CURB

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

Benefit Potential:

- Support to commerce / economic activity
- Support to tourist activity
- Improved parking turnover to support visitors
- Reduced congestion due to vehicle circulation
- Reduced infractions, poor behaviour and safety risks to others
- Less pollution and GHGs by 'right-sizing' of vehicles
- Clear processes to initiate placemaking

Issues to Overcome:

- The curb space is usually contested in both residential and commercial areas
- New mobility devices, such as bike share and scooter share, can impact accessibility, aesthetics and safety on the curb and do not necessarily serve all neighbourhoods
- Increased demands from Mobility-as-a-Service (MaaS) and Ride-Hail

- Transit, tour bus and commercial vehicles require more curb space to maneuver
- Informal loading zones compromising road safety
- Unauthorized and unsafe large vehicles stopping in travel lanes
- Access and servicing business needs requires regular turn-over
- There is increased demand for activation on curbs to improve community placemaking
- On-street parking in residential areas is under-valued and often used instead of private driveways or parking lots
- Designated truck routes have not been updated in a several of years and may no longer align with land uses

Draft Goals:

Goal 1: Adopt a principle-based approach to curb space allocation in the City

Goal 2: Safely and efficiently manage goods and services delivery across the municipality

Goal 3: Reshape how we manage on-street and off-street parking

Goal 4: Harness emerging mobility services for maximum public benefit

Goal 5: Accelerate shared mobility choices

Draft Strategies:

1. Establish regulatory frameworks and pricing to support emerging mobility devices and shared transportation services
2. Work with private mobility service providers to support equity across community
3. Implement curbside “flex zones” to facilitate variable loading and parking needs
4. Facilitate growth in shared mobility services and systems
5. Provide dedicated parking and curb space for shared mobility services
6. Adopt a new bylaw to support micro-mobility services
7. Incorporate all curbside assets into the City’s asset management program
8. Prioritize and provide adequate space for public transit at the curb
9. Support and expand enforcement to manage curbside regulations
10. Regularly identify and measure demand for passenger and commercial loading/unloading spaces across the municipality to ensure a high-level of curb productivity is met
11. Support allocation of curb space for tourism-based, commuter shuttle and alternate transit models
12. Introduce real-time information on space location and availability
13. Use communications and technology to share information with curbside users
14. Maintain an efficient network of designated truck routes
15. Collaborate with service providers and regional partners to coordinate efforts towards goods and services movement and innovations
16. Provide diverse commercial loading/unloading opportunities and models in village centres
17. Increase commercial delivery zone pricing while providing more dedicated spaces for loading in the downtown core
18. Introduce off-peak and zero emissions delivery incentives
19. Explore delivery vehicle staging zones to support low-impact goods and services movement and delivery
20. Implement demand-based pricing in the downtown core
21. Expand the application of demand-based parking pricing in the Downtown Core
22. Develop strategies to maximize all available community parking resources
23. Continue to use time limits to encourage turn-over for on-street parking supply
24. Support incentives on street and in parkades for low-emission and/or high-occupancy vehicles

25. Explore the introduction of neighbourhood priority parking programs, including residential parking permits to fund mobility improvements
26. Prepare for public parkade replacement planning & space renewal
27. Introduce metered parking zones in high demand areas across the municipality

KEY INITIATIVE 6: HARNESS DATA AND TECHNOLOGY OPPORTUNITIES

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

Benefit Potential:

- Improved mobility performance and safety
- Informed decision making
- More seamless mobility planning and experience
- Increased mobility choice, access, and quality
- Synchronized network, less pollution, and reduced GHG emissions
- Increased reliability and resiliency of the transportation network
- Builds public trust
- Maximum value from transportation infrastructure assets

Issues to Overcome:

- Configuration and management of data can be complex and expensive
- Lack of local, real-time data can result in delays on decision making
- Social acceptance
- Role clarity of public and private sector
- Data management and privacy requirements must be carefully protected

Draft Goals:

Goal 1: Leverage technology to manage mobility systems so to maximize safety and mobility performance

Goal 2: Use data to strengthen decision making and tell the mobility story

Draft Strategies:

1. Support public and private efforts to develop Mobility-as-a-Service (MaaS)
2. Modernize Victoria's traffic signal infrastructure for all users
3. Prepare for shared autonomous vehicles in the future by working with agency and regulatory partners
4. Modernize permitting to support construction, third-party utility installation, moving, special events etc.
5. Use technology and sensors to increase traffic safety
6. Identify technology to provide real-time curb space and parking information and support demand-based pricing
7. Identify automated data collection and predictive analytics services
8. Establish mobility data management and reporting procedures
9. Supplement regional data collection efforts
10. Encourage data sharing and collaboration with other public, private, and community organizations