



GOVICTORIA

Our Mobility Future

Victoria City Council Workshop
November 14, 2019



BACKGROUND & PURPOSE

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.

The purpose of this report is to share the directions of the draft Sustainable Mobility Strategy, GoVictoria, 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



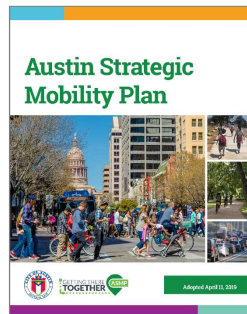
PACE OF CHANGE IN MOBILITY

The pace of change in mobility is faster than ever before. The roles of government and the private sector are changing. We can't sit on the sidelines—we need to prepare and act.



WHO IS LEADING

Cities across North America are taking bold action. There are proven strategies to inform our decisions and investments. We can build on what works, recognizing the unique Victoria context.

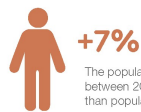


TRADE-OFFS AND BALANCE

There are difficult choices ahead, but the City is well-positioned to make them. The City must make ambitious, comprehensive, and necessary investments to thrive and achieve our goals.



OUR MOBILITY PROFILE



The population in the City of Victoria grew by 7.2% between 2011 and 2016, to 85,792 people. This is higher than population growth for Greater Victoria (6.7%).



Victoria is becoming more diverse. The number of visible minorities grew by 38% between 2011 and 2016.



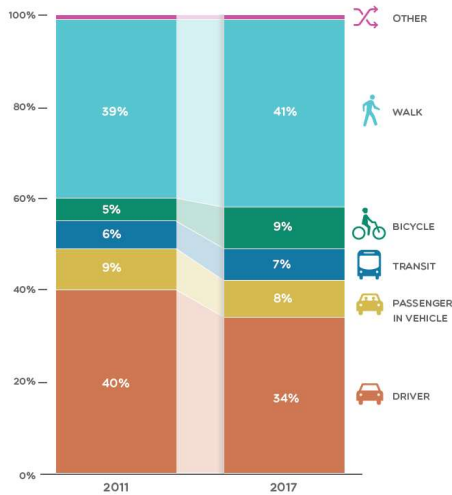
The number of children aged 0-14 increased by 9% between 2011 and 2016.



Thirty-somethings increased 14% between 2011 and 2016—roughly double the overall growth rate.

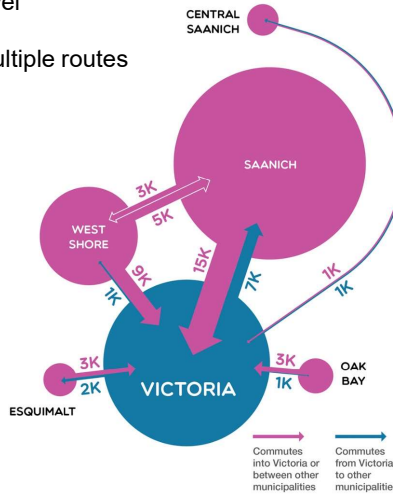


The number of adults aged 65 and over grew by 23% between 2011 and 2016. Approximately 42% of those aged 65 and older have a mobility, hearing, or seeing disability.



VICTORIA AS THE HUB

Impacts from regional travel
 West Shore – 3 routes
 Saanich & Peninsula – multiple routes

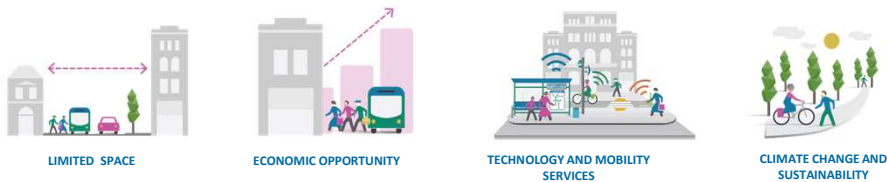


~70% of jobs in the City are within a **10-minute walk** of Douglas Street

Nearly **4 million** tourists visit Victoria each year.

Source: 2017 CRD Origin-Destination Survey

THE CASE FOR CHANGE



WHY A STRATEGY NOW



OUR COMMUNITY MOBILITY VALUES

- Safety
- Liveability and Well-being
- Equity and Affordability
- Climate Action
- Accessibility and Connectivity



ENGAGEMENT OVERVIEW

Phase 1 – January to October: Baseline, best practices, values & priorities

- Neighbouring municipalities and agency partners
- neighbourhood associations, service providers, experts, and institutional groups
- Direct and indirect insights from meetings, outreach, website and social media channels, meetings and established transportation operations channels

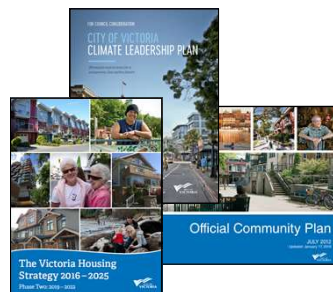
Phase 2 - Upcoming: Emerging directions & feedback on Goals, Targets and Strategies

- Grassroots community outreach campaign
 - Parks, schools, malls, places of worship, on the street, in the parkades
- Focus groups with stakeholders
- Further agency partner discussions and meetings



POLICY DIRECTIONS

- **Integrating Land Use and Transportation**
 - Well-designed neighbourhoods; close, compact communities
- **Aligning Our Networks**
 - Seamlessly integrated networks across modes
- **Multi-Modal Level of Service**
 - Performance across ALL modes
- **Valuing Our Rights-of-Way**
 - Allocation and management to achieve the highest and best use
- **Operating and Maintaining Our Assets**
 - Stewarding our assets through-life





KEY INITIATIVES – SUMMARY

1. **Adopt Vision Zero:** A program to systematically improve transportation safety
2. **Transform Public Transit:** Shared commitments and clear implementation plan
3. **Accelerate Accessibility and Active Transportation:** Continued focus on active and accessibility improvements
4. **Shift to Zero Emissions:** Incent and support electrification and demand management
5. **Rethink the Curb:** Managing valuable and limited curb space to incentivize low-emissions and highest/best use
6. **Harness Technology and Data Opportunities (ie. Smart Mobility):** Support safety, management and performance

ADOPT VISION ZERO

What's the Problem to Solve?

- Speed, distraction, risky behaviours
- Disproportionate impacts to vulnerable road users
- High social costs

Can it work?

- Portland - 28% decrease in fatalities in 4 years

Goals:

1. A culture of safety
2. Safer road network design & operations
3. Quicker emergency response

Key Strategies:

- Comprehensive road safety data collection
- Targeted investments on high collision corridors and intersections
- Safety-focused bylaw changes, including fees and fines
- Consistent application of design standards



TRANSFORM PUBLIC TRANSIT

What's the Problem to Solve?

- Buses stuck in congestion
- Long commute times
- Greenhouse gases
- Need option with more convenience than car

Can it Work?

- Cleveland – BRT line had 34% speed gain over conventional bus. Ability to support 60% more capacity with dedicated lanes, median stations, off-board payment, and vehicle signal priority

Goals:

1. Highest Regional Infrastructure Priority
2. Faster than driving
3. Transit Oriented Development
4. Solutions that extend the flexibility and reach of transit
5. High quality experiences

Key Strategies

- Re-defined bus stops and stations
- Priority on City road right of way
- Elimination of financial barriers
- Zero emission transit fleet support



THE BUS THAT ACTS LIKE A TRAIN

| Design | Bus Rapid Transit | Dedicated Lanes Only |
|------------------------|-------------------------------|----------------------|
| Capacity | 2 - 3x | - |
| Speed | 20 - 35% faster | - |
| Platform / Stop Design | Median with off-board payment | Curbside |
| All Door Loading | Standard | Enhanced |
| TSP | Full build out | Corridor |
| Number of Stops | Fewer | More |
| Reliability | High | Medium |
| Branding | Refreshed experience | Standard |



Best Practice - Multiple routes across a City

ACCELERATE ACCESSIBLE & ACTIVE TRANSPORTATION

What's the Problem to Solve?

- Safe and comfortable alternatives to driving
- First and last-mile connections to transit
- Dangerous, impractical, or missing route connections

Can it work?

- Calgary - built 6.5km of cycle tracks and achieved 1.2M trips in 1.5 years; 8% increase in women riders; 14% decrease in unlawful riding on sidewalk

Goals:

1. Every street is safer for walking
2. Cycling safer and convenient
3. Remove and prevent barriers
4. Supportive culture

Key Strategies

- Accessibility around construction zones
- AAA pedestrian network
- Evaluate personal mobility devices in cycling facilities
- Seating and rest areas



SHIFT TO ZERO EMISSIONS

What's the Problem to Solve?

- Climate change emergency
- Air quality and pollution
- Affordability and fuel prices
- Access to charging infrastructure

Can it work?

- Montreal – over 1400 public charging stations and reserved travel lanes for EVs; 131% increase in EV sales in 2018 over 2017

Goals:

1. Robust charging network
2. Formalized TDM
3. Incentivize zero emission mobility

Key Strategies

- On-street public charging stations
- Sustainable urban freight program
- TDM requirements for new developments
- Electric bicycle charging and parking downtown



RETHINK THE CURB

What's the Problem to Solve?

- 30% increase in Streets & Traffic bylaw infractions over 3 years and >70% increase in commercial loading zone infractions
- Increasing demands on all fronts:
 - Ride-hail pickup and drop off
 - Service delivery
 - Commercial loading
 - Allocation of space for transit and cycling
 - Accessible parking increases
 - Doubling of Street Occupancy Permits

Can it work?

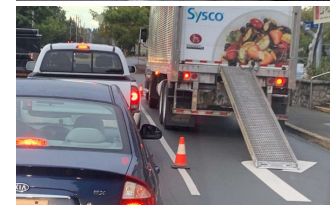
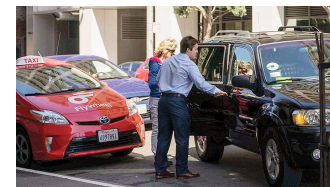
- Denver – while ride-hailing increased demand for passenger loading zones it also reduced demand for on-street parking by 27% offering ability for City to re-allocate road space for sidewalks, cycling infrastructure and transit

Goals:

1. Principle and performance-based approach to curb allocation
2. Efficiently manage goods & services
3. Re-shape parking management
4. Harness new mobility for public benefit
5. Accelerate shared mobility

Key Strategies

- curbside "flex zones"
- off-peak and zero emissions delivery incentives
- neighbourhood priority parking programs
- real-time information on space location and availability



HARNESS DATA & TECHNOLOGY OPPORTUNITIES

What's the Problem to Solve?

- Understanding and servicing mobility patterns
- Current resource demand for rudimentary data
 - Need full suite of data on speed, conflicts, vehicle type, emissions etc.
 - Network optimization across all modes
- Define highest value investments
- Aligning services / data with user smart phone

Can it work?

- Oakland – Private mobility data to support service equity for e-scooters and dockless mobility options; 50% allocation to targeted neighbourhoods

Goals:

1. Leverage technology
2. Use data for decision making and story telling

Key Strategies

- Automated data collection
- Modernize permitting
- Data sharing from service providers
- Real-time curb space and parking information



2020 IMPLEMENTATION – existing resources

Ongoing capital improvements - traffic signal upgrades, crosswalks, sidewalk upgrades, traffic calming, cycling routes, place-making and road re-paving.

- EV charging requirements for new developments
- Regulatory bylaw to support micro-mobility
- Roll-out of the interim youth bus pass program
- New metered parking zones in high demand areas
- Road safety education to reduce high-risk behaviours
- Regional emergency evacuation route planning
- New design guidelines and standards for accessible parking



OPTIONS

Option 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

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

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.

Recommendations

Adopt the directions as outlined in this draft report and direct staff to engage with the public and key transportation stakeholders and back in 01 2020 with an update on the final Sustainable Mobility Strategy report;

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

- Initiate Vision Zero program planning and increased right of way enforcement (2 FTEs in Bylaw Services);
- Advocate to regional stakeholders, VRTC and the Province to designate Rapid Transit as a regional infrastructure priority
- Continue investments in accessibility and active transportation
- Initiate planning and actions to allocate more community parking spaces for low and zero emissions car share services
- Initiate planning and actions in support of "Rethink the Curb" and report back with initial proposed changes as part of the annual parking update (01 2020) and through a comprehensive strategy for Council's consideration in 03 2020 (1 FTE in Parking Services);
- Initiate investments in Smart City infrastructure to support transportation safety and traffic management (Key Initiative 6) (1 FTE in Information Technology)
- Initiate priority bylaw review, support to City transit priorities and accessibility / pedestrian improvement planning (1 FTE in Transportation);
- Support wider and more detailed public mobility communications and engagement (1 FTE in Transportation)

QUESTIONS & DISCUSSION



Adopt Vision Zero

Stockholm, Sweden

Moving from Vision to Action:

- Emphasize safe design
- Enhance enforcement
- Prioritize vulnerable populations

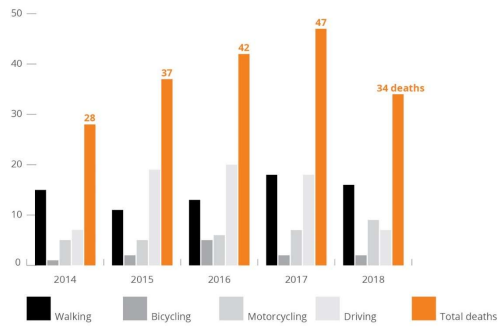
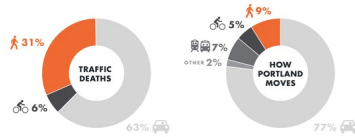
Since Vision Zero, traffic fatalities have been **cut in half**.



Adopt Vision Zero

Portland, OR

Deaths and serious injuries have decreased relative to prior years.



Transform Public Transit

Seattle, WA

TMP completed in 2012 (update in 2016) has:

- Grown transit capacity
- Inspired multimodal planning
- Guided successful funding initiatives
- Advanced corridor projects
- Enhanced agency partnerships
- Built advocacy



Transform Public Transit

Seattle, WA

Projects now underway:

- 2 LRT corridors
- 1 Streetcar line
- 7 BRT corridors
- Speed and reliability improvements
- Service buy-ups

SEATTLE RAPIDRIDE NETWORK plus!



FIGURE 3-4 PRIORITY CORRIDORS FOR CAPITAL INVESTMENTS



Transform Public Transit

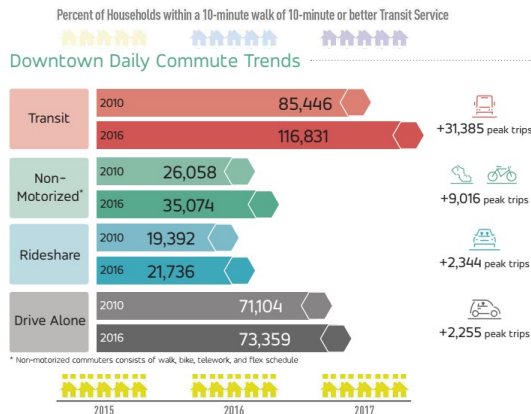
Seattle, WA

Translated to millions invested in transit annually

- Mix of local and regional sources

Transit ridership is increasing

- Ridership up 60% since 2002
- Center City transit mode share ~50%



Accelerate Accessible & Active Transportation

Amsterdam, Netherlands

Plans to remove 11,000 parking spaces from inner city by 2025

Parking will be replaced by:

- Bicycle infrastructure
- Improved sidewalks
- Green space

Only **22%** of trips in Amsterdam are by car



Accelerate Accessible & Active Transportation

Vancouver, BC

Achieved a **50%** active transportation mode split in 2015

Five Key Cycling Directions:

1. Comfortable and convenient
2. Improve integration
3. Secure and abundant parking
4. Education and safety
5. Cycling as everyday option



Shift to Zero Emissions

Oslo, Norway

Norway Emissions Goals:

- Electric or biofuel for all new private cars, light vans, and city buses by 2025
- Carbon Neutral by 2030

In Oslo, policy initiatives to:

- Reduce need for transportation
- Shift to lower emission modes
- Electrify private vehicles



Shift to Zero Emissions

Oslo, Norway

Currently, more people use transit than private vehicles

Commitment to zero growth in passenger car transportation

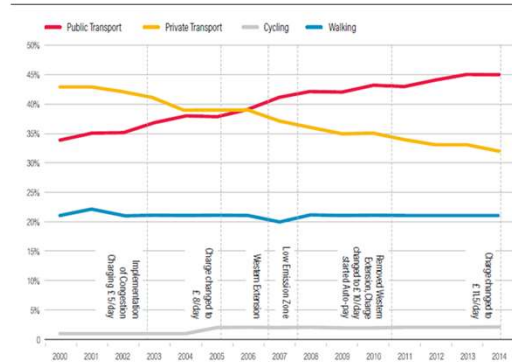


Shift to Zero Emissions

London, UK

Implemented congestion pricing in 2003

- ~10% decrease in private transportation
- ~8% increase in public transportation
- ~2% increase in cycling
- No significant change in walking



Rethink the Curb

Los Angeles, CA

Code the Curb initiative is a digital inventory covering 7,500 miles:

- Road signs
- Curb paint
- Regulatory tools



Rethink the Curb

Austin, Texas

– Introduced "parking benefit districts" with meters and permits in residential neighbourhoods to finance sidewalk, transit stop and traffic calming improvements; generates \$1.8M annually for local projects



Rethink the Curb

Los Angeles, CA

Code the Curb will modernize parking:

- Identify parking utilization
- Determine most efficient use of curb space
- Implement highest priority parking recommendations



Rethink the Curb

Washington D.C.

Pilot project removing street parking and creating nine dedicated delivery and loading zones

Data will be used to:

- Manage/expand loading zones
- Improve traffic flow
- Use curb space more efficiently



Harness Data and Technology Opportunities

Helsinki, Finland

Whim mobile app launched in 2016

- Plan, access, and pay for all public and private transportation
 - ✓ Public transit
 - ✓ Taxis
 - ✓ Carshare
 - ✓ Bikeshare



Harness Data and Technology Opportunities

Helsinki, Finland

In Whim's first year:

- 2.5 million multimodal trips
- 120,000 bikeshare trips
- 100,000 taxi trips
- 42% of bikeshare trips taken before or after a transit trip



Harness Data and Technology Opportunities

Oakland, CA

Shared Mobility Principles set the operating environment for private mobility providers

- Inclusive outreach and engagement
- Racial equity
- Traffic safety
- Equitable access to services
- Public transit
- Affordability
- Healthy communities and environment
- Employment and economic development
- Privacy and personal data
- Collaboration and accountability



Harness Data and Technology Opportunities

Oakland, CA

Focusing on transportation equity:

- 3,500 electric scooters
- 4 companies
- 50% of scooters allocated to communities of concern
- \$5 unlimited membership for low-income riders
- Payment beyond smartphones

