#BIKETORIA

INTERIM REPORT

Long-term Bicycle Network & Priority Corridor Identification

October 22, 2015

URBAN systems · alta PLANNING + DESIGN · Gehl Architects · 880 cities

GALLOPING GOOSE TRAIL AT SELKIRK, 2015

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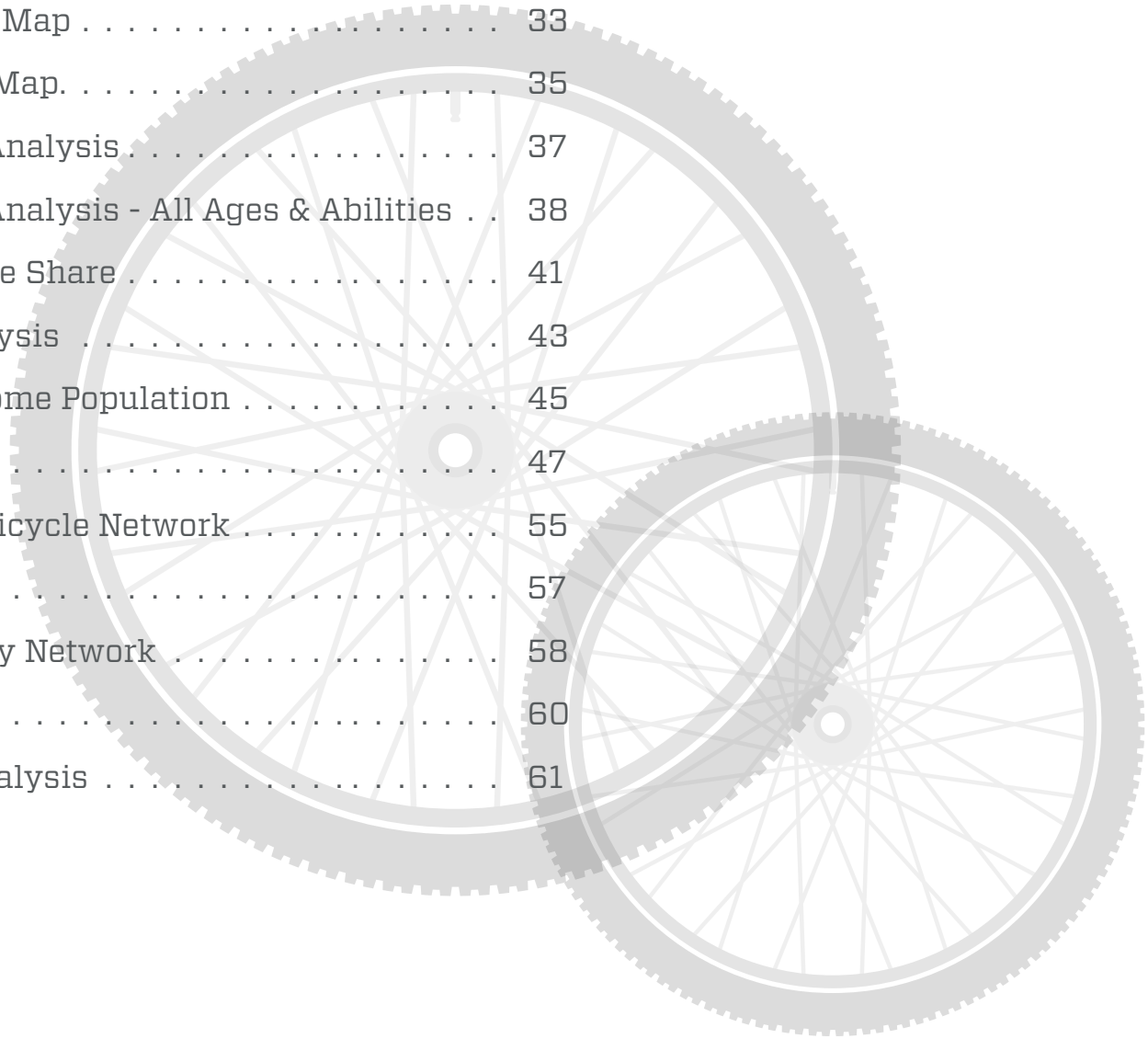
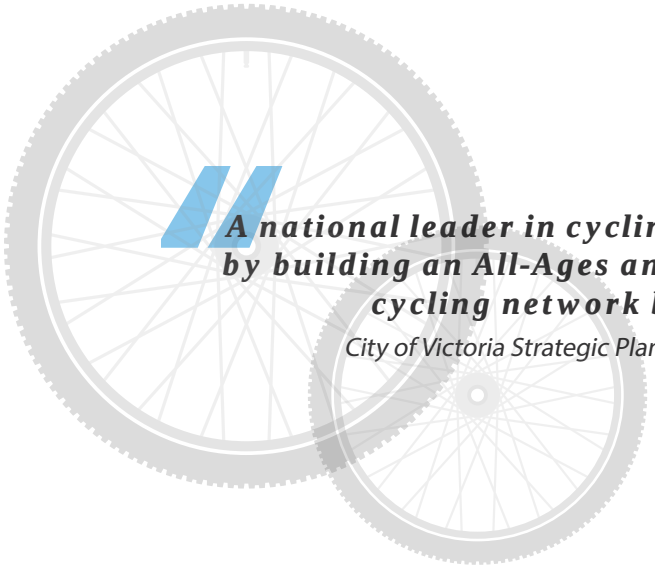


1.0 >> INTRODUCTION

Victoria City Council has made a bold commitment to become a national leader in cycling infrastructure by building an All-Ages and Abilities (AAA) cycling network by 2018.

This Interim Report provides an update on phase 1 and phase 2 of #BIKETORIA, a project that will identify an updated network and concept plans for up to 8 priority cycling corridors that will connect neighbourhoods across Victoria by 2018.

This Interim Report provides an overview of the context of cycling in Victoria and the purpose and components of this study, including the Public Communications and Engagement Strategy. As a result of the first phases of work conducted to date, this report also presents the guiding principles that have shaped the identification of a priority bicycle network, the technical analysis that has been completed, and the recommended bicycle network and priority corridors that will be considered for further public engagement and design in the next phase of the study.



> ***A national leader in cycling infrastructure by building an All-Ages and Abilities (AAA) cycling network by 2018.***
>
> *City of Victoria Strategic Plan 2015-2018*

1.1 THE BACKGROUND

The City of Victoria is a livable, prosperous and vibrant community of approximately 80,000 residents located on the southern tip of Vancouver Island. With a mild climate year-round, relatively gentle topography, and a compact urban area with unique neighbourhoods, Victoria is an ideal community for cycling. The entire city is less than 20 square kilometers in area, making cycling a convenient and practical transportation choice for all trips within the city. In fact, cycling accounts for 11% of commute trips to work based and 4% of all trips within the city – the highest bicycle commute mode share of any major city in Canada. As a result, the City of Victoria has been recognized across Canada as a city for cycling. However, Victoria's cycling mode share is relatively low compared to many world-leading cycling cities of similar size, which presents a significant opportunity for the city.

Victoria's established bicycle network includes a variety of on-road facilities, including painted and buffered bicycle lanes and signed on-street bicycle routes. Off-street multi-use trails are also valued, particularly the Galloping Goose Regional Trail, which provides an important regional connection to other municipalities within the Capital Regional District (CRD). However, much of the city's existing cycling infrastructure is not necessarily safe or comfortable for people of all ages and abilities. As a result, there is a tremendous opportunity for network enhancements that will meet latent demand and grow the cycling mode share for a wide cross-section of trip types and travelers.

The City of Victoria has always been supportive of cycling; however, the City's current Council has made an unprecedented commitment to building a multi-modal and active transportation network that is safe and comfortable for people of all ages and abilities. To reinforce their commitment, Council has approved the largest financial investment in cycling infrastructure in the City's history. In addition, Council recently adopted the City's Strategic Plan 2015 - 2018 which states that by 2018, Victoria will be a national leader for cycling infrastructure and complete streets planning, with completed all-ages and abilities cycling network connecting all neighbourhoods and village centres.

By building a complete All Ages and Abilities (AAA) cycling network that connects major destinations throughout the City, Victoria can be one of the world's most active, healthy, and happy small cities.

1.2 THE #BIKETORIA STORY

The bold commitments of Victoria City Council will significantly change the face of Victoria for cycling and for all modes of transportation for future generations, and will help to make the City even more livable and vibrant for residents and visitors alike. This project is the next step in planning and designing a minimum grid network of All Ages and Abilities bicycle facilities that connects each neighbourhood in Victoria. This study builds on the first phase of the Bicycle Network update and public engagement that was undertaken in 2014 to refine and enhance the network proposed.

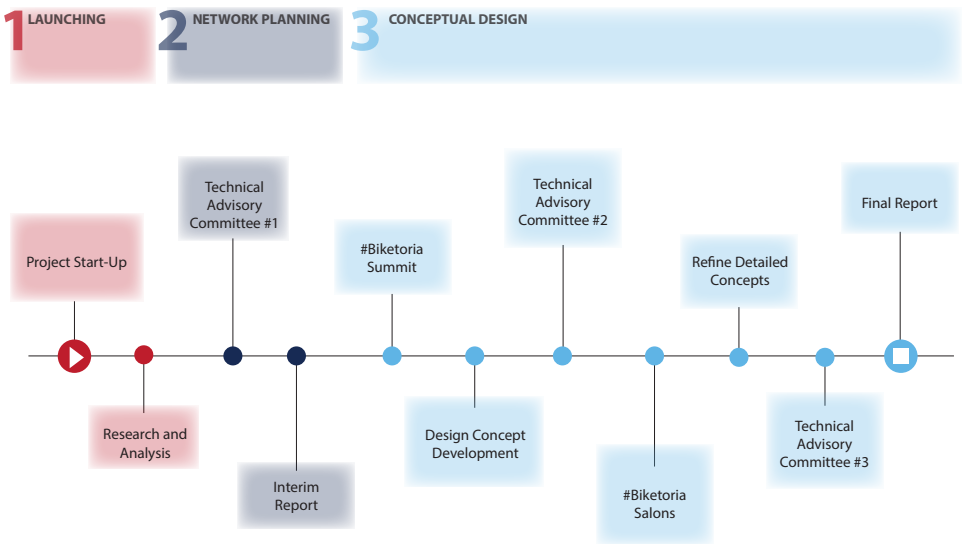
The specific objectives of this project are to:

- Analyze of public input received during the 2014 bike network consultations;
- Review and enhance the 2014 recommended bicycle network;
- Develop detailed conceptual design for 6-8 priority corridors;
- Provide order-of-magnitude costing for the priority corridors and completion of the entire proposed network
- Consult with a Technical Advisory Committee (both staff and members of the public) to support the process of reviewing the network and conceptual designs;
- Conduct a focused public engagement process to collect input on gaps or deficiencies in the existing cycling engagement; and
- Prepare and present an interim and final report to Council, including an implementation plan to develop priority corridors.

This project was initiated in early September 2015 and will be completed by January 2016. The project is being developed over three phases and will include a number of public events, working groups and project deliverables. Once this project is complete, the City will move into developing detailed designs for each corridor that build on the concepts developed for this study, to ensure that the priority corridors identified in this study are implemented by 2018.

THE PURPOSE OF THIS REPORT

This Interim Report presents the findings of the first two phases of the study to date, including the identification of a priority network of bicycle facilities. Over the course of the following two months, detailed conceptual planning will be undertaken for each of the identified priority corridors, while working closely with City staff, stakeholders, and the public.



2.0 >> CONTEXT

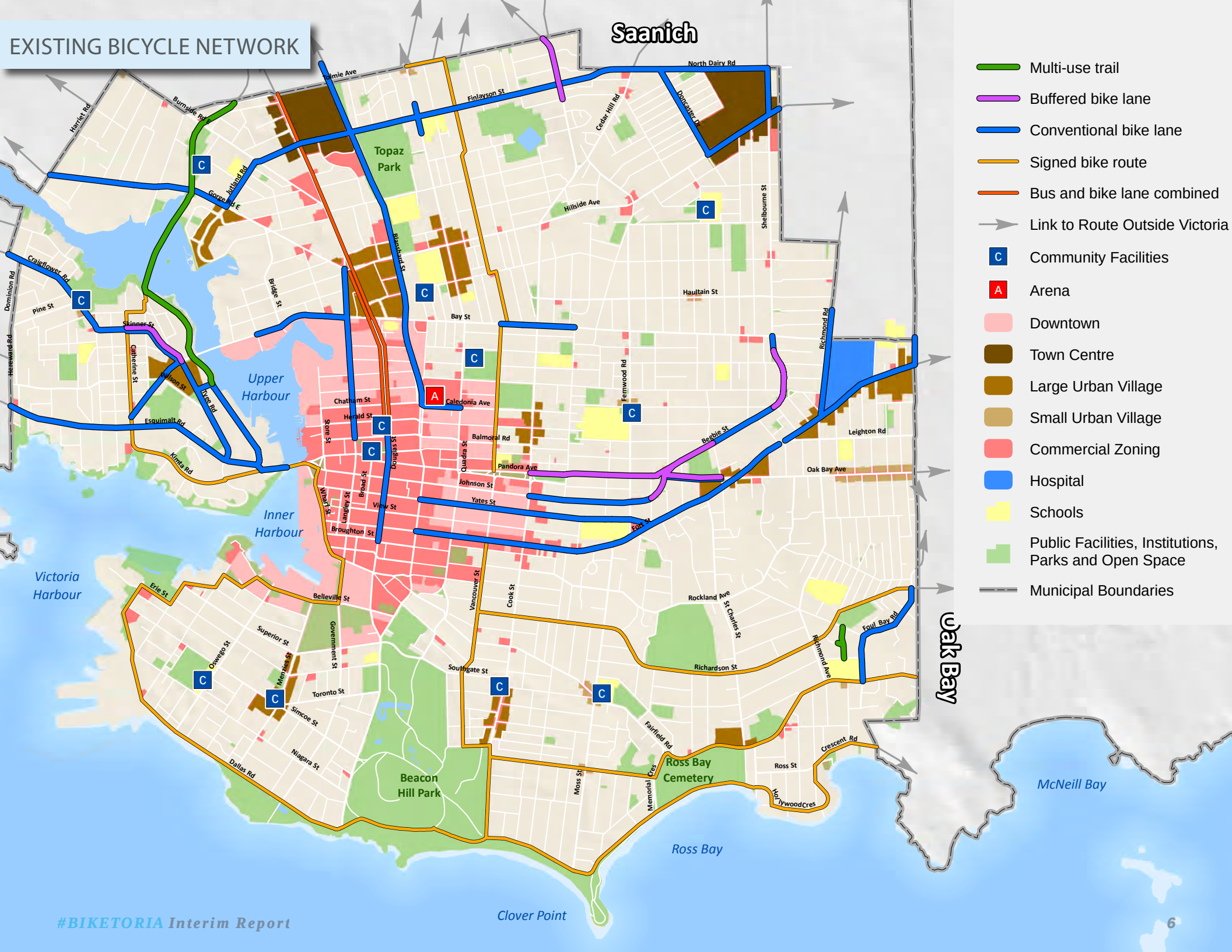
2.1 CYCLING IN VICTORIA

The City of Victoria is an ideal cycling city – it is relatively flat, has a mild climate, an active and healthy population, and is very compact with many unique neighbourhoods and destinations. The entire city is less than 20 square kilometers in area, making cycling a convenient and practical transportation choice for all trips within the city. However, in the last decades the share of people who choose to cycle has not seen significant growth. Although there has been some increase in commuter cycling, the share of people using bicycles for other types of trips remains low with only 3.8% of all trips made by bicycle in 2011.

The City has made modest investment in cycling infrastructure over the last 20 years, building over 46 km of painted bike lanes and more recently, 2 km of buffered bike lanes. The Existing Bicycle Network map highlights the location of these facilities. Although these have been important investments to build a network throughout the city, these facilities have not resulted in a significant increase in people riding bicycles because, in part, many of these facilities do not feel safe or comfortable for people of all ages and abilities.

> ***Victoria will be a national leader for cycling infrastructure and complete streets planning, with a completed All-Ages and Abilities cycling network connecting all neighbourhoods and village centres.***
>
> *City of Victoria Strategic Plan 2015-2018*

EXISTING BICYCLE NETWORK



2.2 POLICY CONTEXT

There have been a number of plans, policies and projects developed by the City of Victoria that have shaped the way that Victoria's bicycle network has been developed in the past and influences what it will look like in the future. Below is a brief summary of some of the most influential policies specific to bicycle network planning and design in Victoria and the region.

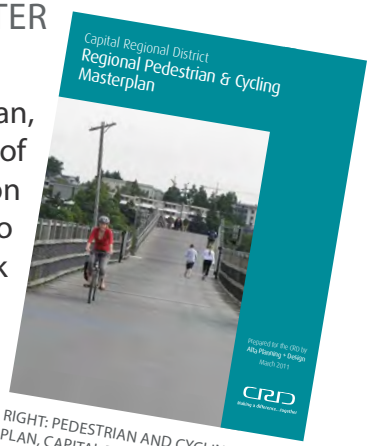
BICYCLE MASTER PLAN, 1995

The City completed its first Bicycle Master Plan in 1995. This comprehensive plan discussed the need for infrastructure, policies, education, and enforcement that support cycling. Though some of the objectives, policies and approaches still hold true today, the recommended facilities do not reflect current advancements in cycling infrastructure. In particular, the 1995 Bicycle Master Plan did not identify bicycle facilities in the downtown core, and did not necessarily focus on facilities that would be most attractive to people of all ages and abilities. However, the 1995 Bicycle Master Plan has served as the city's blueprint for the next 20 years, and the city has made significant progress expanding the network over this time.

ABOVE: BICYCLE NETWORK, BICYCLE MASTER PLAN, CITY OF VICTORIA, 1995

CRD PEDESTRIAN AND CYCLING MASTER PLAN, 2010

The CRD's Pedestrian and Cycling Master Plan, completed in 2010, set a bold goal that 25% of all trips in urban areas throughout the region will be made by bicycle by 2038. The Plan also identified a comprehensive bikeway network that links the entire region, as well as Design Guidelines to provide a common framework for developing cycling facilities and signage.



RIGHT: PEDESTRIAN AND CYCLING MASTER PLAN, CAPITAL REGIONAL DISTRICT, 2010

OFFICIAL COMMUNITY PLAN, 2012

The Official Community Plan (OCP) set targets to increase the share of people cycling by 2041. The City of Victoria's goal are:

- By 2041, 70% of trips to work will be by bike, walking or transit.
- By 2041, 60% of all trips will be by bike, walking or transit.

The OCP states that the bicycle network should:

- Link common destinations, including:
  - Urban core, town centres, urban villages;
  - Common destinations including parks, schools, institutions, major employment centres; and,
  - Major tourism destinations.
- Align and ensure consistency between the Bicycle Master Plan and the Greenways Plan, Pedestrian Master Plan and regional plans; and
- Make specific improvements to the cycling network connections in Burnside, Fernwood, Hillside-Quadra, James Bay, Jubiliee, Oaklands, Rockland and Vic West.

BICYCLE NETWORK UPDATE (2014)

In 2013, the City began updating its 1995 Bicycle Network update with the creation of a Cycling Taskforce made up of the Mayor and two Councillors, two staff members and two members of the public. This taskforce began by guiding the update of the proposed bicycle network and developing a project priority list.

An extensive public consultation program was developed and delivered in 2014. The City engaged stakeholders and the general public through focus groups, pop-up booths, surveys and other activities. Reaching a diverse range of stakeholders, this process revealed that safety is the primary concern among Victoria residents when it comes to cycling. Residents engaged in this process called on the City to implement

bold solutions to make cycling a safe, efficient, and irresistible mode of transportation.

A future vision was developed based on this engagement which states that through the implementation of the Bicycle Master Plan in Victoria:

- Cycling is safe
- Cycling is for all ages and abilities
- Cycling is convenient

As a result of the first phase of this project, the City developed an updated bicycle network that included an All Ages and Abilities network, along with a list of six priority projects that were planned to be implemented between 2015 and 2019.

PANDORA PROTECTED BICYCLE LANE (2016)

The first project to stem from the first phase of the Bicycle Network update is the implementation of the protected bicycle lanes on Pandora Avenue. This project is scheduled to be constructed in May, 2016. The two-way protected bicycle lane will be the first of its kind in the City of Victoria and will be an important addition and step towards the development of a network of All Ages and Abilities bicycle facilities.

ABOVE: PANDORA PROTECTED BICYCLE LANE CONCEPT, CITY OF VICTORIA, 2015

OTHER PLANS AND PROJECTS

In addition to the plans, policies and initiatives noted above, there are a number of other key plans and projects that influence and inform this project, as shown below:

EXISTING POLICY

> Bicycle Master Plan, City of Victoria, 1995
> Bicycle Network Update, City of Victoria, 2014
> Douglas Street Priority Transit & Cycling Lanes, City of Victoria and BC Transit, 2014
> Official Community Plan, City of Victoria, 2012
> Pedestrian Master Plan, City of Victoria, 2008
> Greenways Plan, City of Victoria, 2003
> Downtown Core Area Plan, City of Victoria, 2013
> Pedestrian and Cycling Master Plan, Capital Regional District, 2011
> Transit Future, BC Transit, 2011

CURRENT PROJECTS

> Strategic Plan 2015 - 2018
> Making Victoria Draft Economic Action Plan
> Burnside Gorge Local Area Plan and Transportation Study
> Pandora Protected Bicycle Lane
> David Foster Harbour Pathway
> Johnson Street Bridge Replacement
> Douglas Street Priority Transit and Cycling Lanes
> North Park Village Streetscape Improvements
> Rockland Avenue Greenway

FUTURE PROJECTS

> 2016 Financial Plan
> 20 year Capital Plan

2.3 ALL AGES AND ABILITIES FACILITIES

Over the past several years, cities across the world have recognized the benefits of providing a network of bicycle facilities that are safe and comfortable for all road users and attract individuals that are interested in cycling, but may have safety concerns or not feel comfortable riding on all types of bicycle routes. As a result, cities have been moving towards developing networks that include protected bicycle lanes, neighbourhood bikeways, and off-street pathways.

The aim of the City's planned All Ages and Abilities bicycle network is to provide an interconnecting system of bicycle facilities that is comfortable and attractive for a broad array of users, such as children and seniors. An All Ages and Abilities bicycle network is designed to be suitable for persons ranging in age from children to elderly (8 to 80), and is comfortable for most bike riders regardless of their ability and experience. All Ages and Abilities networks are designed to encourage the 'interested and concerned' bicycle user as they provide increased levels of comfort and safety, through the use of high quality bicycle facilities separated from traffic, or by using streets with low vehicle volumes and speeds.

The proposed All Ages and Abilities bicycle network in this study will be made up of three types of facilities: protected bicycle lanes, neighbourhood greenways, and off-street pathways.

PROTECTED BICYCLE LANES

Protected bicycle lanes are exclusive bicycle facilities that are physically separated from motor vehicle travel lanes and the sidewalk, but are located on-street within the road right-of-way. Protected bicycle lanes combine the comfort and experience of an off-street pathway with the benefits of route directness and access to destinations provides by on-street infrastructure. In many cases, protected bicycle lanes are separated by landscaping or curbs from the sidewalk or by on-street parking, facilitating separation between cyclists and pedestrians as well. There are many types of protected bicycle lanes, offering varying types of treatments to offer protection.

NEIGHBOURHOOD GREENWAYS

Neighbourhood greenways refer to shared bicycle routes that are typically located on local streets with lower traffic volumes and speeds and that have been optimized to varying degrees to prioritize bicycle traffic. In cases where traffic volumes and speeds are relatively low (i.e. speeds of 30 km/hr or less, with fewer than 1,500 motor vehicles per day), cyclists and motorists are able to comfortably share the road without the need for significant physical improvements to the roadway if the street is of sufficient width to allow safe passing between cyclists and motor vehicles.

In cases where the existing streets have relatively low traffic volumes and speeds, the only improvements required may be signage and pavement markings identifying the road as a bicycle route, and crossings where the neighbourhood greenways intersect major roads. However, they can be further enhanced with traffic calming measures such as traffic circles and speed humps.

OFF-STREET PATHWAYS

Off-street pathways are physically separated from motor vehicles and provide sufficient width and supporting facilities to be used by cyclists and/or pedestrians, and other non-motorized users. Off-street pathways can be either multi-use pathways, where pedestrians, cyclists and other non-motorized users share the pathway, or separated bicycle-only pathways for exclusive use by bicycle users and separated from distinct pedestrian pathways.

3.0 >> PUBLIC COMMUNICATION AND ENGAGEMENT

As part of the 2014 Bicycle Network update, the City undertook comprehensive engagement with the public and stakeholders, as summarized in the City's Bicycle Network update Engagement Summary Report. Over a two-month period in the spring of 2014, City staff hosted 11 information stations and three workshops speaking directly with over 1,500 people and receiving 1,307 completed surveys. The feedback was used to inform an updated network map, a list of priority projects for the next five years and the scope for the Bicycle Master Plan update.

Building on previous consultation processes undertaken by the City, a separate Communication and Engagement Strategy has been developed that provides an inclusive and accessible approach to building awareness and excitement for this project. This process will engage local residents to ensure their needs and ideas are incorporated into the locations and design concepts of Victoria's updated bicycle network.

The approach to public communication and engagement for this study emphasizes the need to include non-cyclists and diverse voices who may not otherwise participate in community planning processes. This will be achieved by expanding the conversation beyond active mobility and cycling, and and holding events in the community where people shop and socialize. The proposed communication and engagement techniques recognize that Victoria's bicycle network will contribute to broader city objectives, including transportation, sustainability, economic development, and placemaking, among others. Using diverse engagement tools that are fun, interactive, and designed to meet people where they already gather will ensure the City reaches these objectives.

Victoria's updated bicycle network will impact all residents. The Public Communication and Engagement Strategy ensures that as many people as possible are aware of the upcoming changes, and are excited about the benefits the bicycle network will bring. It is also acknowledged that the changes will be greater in the areas and neighbourhoods directly on or adjacent to the proposed bicycle corridors. Therefore, the engagement strategy will operate on a localized, neighbourhood-specific scale though pop-up booths and engagement labs in key neighbourhood gathering places. This will allow residents to provide feedback and receive detailed information on the priority corridors and concepts through meaningful, inclusive, and accessible engagement tools.

The Public Communication and Engagement for this project will provide the city with a framework and content that the city can use to sustain excitement, and continue consulting the public on an on-going basis. The detailed Public Communication and Engagement Strategy and Plan is provided in Appendix C.

#BIKETORIA

WHY #BIKETORIA? #BIKETORIA celebrates Victoria's status as one of the best Canadian cities for cycling. The title is also aspirational to match the bold mode share targets and vision developed by Victoria's City Council and its residents. We want Victoria to become synonymous with a world class cycling network. In 2018, when people think about or visit Victoria, they will see a vibrant, healthy, and happy city that embraces cycling as a part of everyday life.

The #BIKETORIA logo is designed to generate excitement and demand attention. The hashtag nods to the digital and social media components of the project, but also resembles the street grid on which Victoria's minimum grid of bicycle lanes will be built. The colour scheme acknowledges Victoria's connection to nature, and how its natural beauty, surroundings, and climate each contribute to the city's cycling culture.

3.1 ACTIVITIES

The Public Communication and Engagement Strategy includes five broad activities that will be used throughout the study. These activities are summarized below to highlight their purpose and content. Overall, the intent of this approach is to move the engagement from a broad overview of cycling in Victoria, to a network level and then finally the individual corridors and preliminary and then detailed design. Through this approach, feedback will be collected and inform the next step of design work to be completed.

EVENT	TECHNICAL ADVISORY COMMITTEE	#BIKETORIA SUMMIT & WORKSHOP
ACTIVITY	3 meetings	Public forum and display
SPECTRUM OF ENGAGEMENT	Involve	Inform and Consult
INTENT	> Build awareness and support for the project. > Collect feedback from stakeholders on the proposed corridors. > Collect information relevant to the preliminary and detailed concept designs.	> Build awareness and support for the project. > Collect feedback from the public on the proposed corridors. > Collect information relevant to the preliminary concept designs.
AUDIENCE	Key stakeholders such as cycling associations, business community, neighbourhood associations, and others.	> General public > Focus on the business community, neighbourhood associations, and key stakeholders.
DESIRED OUTCOME	Collect stakeholder feedback on the network principles, priority corridors, and preliminary, detailed concept design specific to each corridor.	Collect public feedback to gain an understanding of the advantages and challenges of the network, proposed corridors, and facility type.
INCORPORATING FEEDBACK	Inform the interim report and proposed 2018 All Ages and Abilities Priority Network.	Inform the preliminary concept designs.

EVENT	POP-UP ENGAGEMENT LABS	NEIGHBOURHOOD SALONS	WEBSITE AND SOCIAL MEDIA
ACTIVITY	Pop-up booths	Discussion meetings	Website and social media
SPECTRUM OF ENGAGEMENT	Inform and Consult	Inform and Consult	Inform and Consult
INTENT	> Build awareness and support for the project. > Collect feedback from the public on the proposed corridors. > Collect information relevant to the preliminary concept designs.	> Consult key stakeholders on the draft concept designs for the corridors. > Collect feedback on the detailed concept designs.	> Build awareness and support for the project. > Provide on-going and up-to date information about the project. > Collect feedback regarding the proposed corridors and preliminary concept designs.
AUDIENCE	> Local public (those living on or near the proposed corridors). > Latent users (drivers, non-cyclists, people of all ages, abilities, and backgrounds).	> Key corridor-specific stakeholders (e.g. business community, neighbourhood associations, and others impacted by the project).	> General public
DESIRED OUTCOME	Collect feedback to better understand the advantages and challenges of the network with emphasis on adjacent proposed corridors and facility type.	Collect stakeholder feedback on the detailed concept design specific to each corridor.	Public and stakeholder awareness of the project and opportunities for feedback.
INCORPORATING FEEDBACK	Inform the preliminary concept designs.	Inform the preliminary concept designs.	Inform the preliminary and detailed concept designs.

Technical Advisory Committee (On-going): For the purpose of this project, the Technical Advisory Committee from the 2014 Bicycle Network update has been expanded to ensure a broad range of stakeholder perspectives are included in the process. This enhanced committee includes cycling organizations (for example WEBike and organizers of kidical mass), business representatives, placemaking, health, neighbourhood associations, and other key agency stakeholders, including BC Transit as well as City staff from various departments and other agency stakeholders. The Technical Advisory Committee will meet three times throughout the course of this project:

> Meeting #1: Guiding Principles and Priority Network

> Meeting #2: Conceptual Planning

> Meeting #3: Confirmation of Design Concepts

This stakeholder committee is critical to ensuring we understand all issues from the outset, to build a common understanding of the project, and to ensure we are building support from external stakeholders on an on-going basis throughout the development of Victoria's bike network.

List of all groups represented:

> Business Community
> Cycling Community
> Technical Advisory
> Placemaking
> Urban Design / Agriculture
> Healthy Communities
> All Ages and Abilities
> Neighbourhood Associations
> Accessibility
> Student
> Women
> Safety
> Sustainable Transportation
> City of Victoria

#BIKETORIA Summit and Workshop (November 1, 2015): The #BIKETORIA Summit and Workshop will launch the latest phase of Victoria's updated bicycle network project. This public event will begin with welcoming remarks from Mayor Lisa Helps, who will introduce this phase of the project and explain how Victoria will become a place where people of all ages and abilities can travel safely by bicycle. Following Mayor Helps, presentations will be made by members of Victoria's bicycle network consultant team ("The International Cycling Dream Team"). These international cycling experts will share their vision for the future of transportation in Victoria, and describe how the upcoming improvements to cycling infrastructure will contribute to making Victoria a vibrant, healthy, and accessible city. The keynote presentations will serve as a jumping-off point for conversation and will assist the public in providing informed feedback on topics such as traffic impacts, parking loss, economic development impacts, and accessibility. The presentations will be followed by an opportunity for audience members to ask questions and engage the speakers in a dialogue.

The #BIKETORIA Summit will also include a workshop component, which will serve as an opportunity for the public to provide feedback on the proposed All Ages and Abilities network. The #BIKETORIA team will setup display boards featuring the proposed network in the venue and the public will have the opportunity to provide feedback about the proposed corridors before and after the event through interactive activities and surveys as well as the question and answer session. Facilitators will be on hand to guide participants through the activities and address any questions or concerns residents may have about the project. The #BIKETORIA Summit and Workshop will be complimented by an online survey.

GIL PENALOSA | 8 80 CITIES

Gil is Founder and Chair of the Board of 8 80 Cities and is an accomplished presenter and inspirational speaker. Because of Gil's unique blend of pragmatism and passion, his leadership and advice is sought out by many cities and organizations. Over the past eight years, Gil has worked in over 180 different cities across six continents. As former Commissioner of Parks, Sport and Recreation for the City of Bogotá, Colombia, Gil was an integral part of the city's much celebrated transformation of public space and sustainable mobility during the late 1990s. Gil successfully led the design and development of over 200 parks including Simon Bolivar, a 113-hectare park in the heart of the city. Gil's team also initiated the "new Ciclovia," a program that sees over one million people walk, run, skate, and bike along 121 kilometres of Bogotá's city roads every Sunday, and today is internationally recognized and emulated.

ANDREAS RØHL | GEHL ARCHITECTS & STUDIO

Andreas is an internationally renowned cycling specialist with Gehl Architects. Andreas was formerly the City of Copenhagen's Bicycle Programme Manager. Through his seven years at the City of Copenhagen, Andreas gained unique insights into delivering on high profile political agendas, as well as promoting cycling in urban areas via both hard and soft infrastructure. Andreas focused on bicycle policies and strategies to improve conditions for cycling; communication and marketing of cycling issues within Copenhagen and abroad; and worked closely with the bicycle industry, NGOs and other public institutions, to promote cycling. Andreas developed Copenhagen's 2012 Cycling Strategy and "Design Guidelines for Great Cycle Roads". With Gehl Architects, Andreas is working to create efficient urban transport systems, with a focus on transport as a means to creating liveable cities.

MIA BIRK | ALTA PLANNING + DESIGN

Mia is the CEO of Alta Planning + Design. She has spent her entire career creating active communities. She is the author of Joyride: Pedaling Toward a Healthier Planet, which tells the behind-the-scenes story of how a group of determined visionaries transformed Portland into a cycling mecca and inspired the nation. She has been at the forefront of numerous groundbreaking studies and organizations, and was a co-founder of Portland State University's Initiative for Bicycle and Pedestrian Innovation and the Cities for Cycling Project and Urban Bikeway Design Guide of the National Association of City Transportation Officials (NACTO). She was a co-founder at Alta Bicycle Share Inc., which launched and operates public bike sharing systems in 10 North American communities and Melbourne, Australia, and was recently sold and rebranded as Motivate.

#BIKETORIA ENGAGEMENT LABS: The #BIKETORIA Engagement Labs will be an opportunity for residents to discuss their concerns related to traffic impacts and potential loss of parking facilities, as well as their aspirations related to bike facility designs and amenities. The #BIKETORIA team will record feedback through surveys, interactive activities, and notetaking. We will address concerns and share examples of best practice facilities by using visual tools and mapping exercises.

#BIKETORIA Neighbourhood Salons: Once corridor concepts have been developed, a series of public open house events will be held. These events will present the study progress, including the recommended network and priority corridors, as well as the preferred design concepts for each corridor. The #BIKETORIA Neighbourhood Salons will be hosted in venues that are easily accessible to residents of each community (schools, coffee shops, libraries, community centres). These events will be informal and conversational in tone, and provide detailed visual displays with information about the proposed updates to Victoria's bicycle network.

These Salons will be used to obtain input on the selection of the preferred concepts before moving into the next level of detailed conceptual design for the preferred concept for each corridor. Local stakeholders will receive detailed information on the impacts and benefits that the corridors will have in their neighbourhood. The project team will be available to collect ideas, and answer any questions or concerns.

Website and Social Media (On-going): Social media is critical to promoting the #BIKETORIA campaigns and engagement events. The City of Victoria's existing social media channels (Facebook, Twitter, Instagram) will be used throughout the process to share updates about the project, raise awareness of the #BIKETORIA Summit and Engagement Labs, and educate the public on the benefits of cycling as a part of everyday life. Along with clear, accessible messaging, the #BIKETORIA logo will appear on all promotional and communications materials.

Social media will also be used to engage residents in a conversation by asking them to share their thoughts, ideas, and photos of cycling in Victoria. This will be achieved through two new social media campaigns.

#Biketoria Is _____

functions as both an engagement tool and a social media campaign. At the Pop-up Engagement Labs, residents will be asked to complete the phrase

> ***In 2018 biking will be _____.***

on an erasable whiteboard. We will photograph participants with the whiteboard, and share it on social media channels with the #BIKETORIA hashtag.

Social media will also build excitement among traditional media. The international team of experts will be available for traditional print or radio interviews at both a local and regional level.

3.2 MEASURING SUCCESS

A system for evaluating communication and engagement activities is crucial to the success of the proposed corridor selection and design concept process.

Key measure of success: A diverse representation of Victoria residents and businesses have actively participated in the bicycle network implementation process. Different measures will be used to gauge the success of the communication and engagement strategies.

Throughout the project, the success of the social media campaigns will be evaluated. This includes measuring progress by tracking interactions with #BIKETORIA-related posts on Facebook, Twitter, and Instagram. In October, the success of the engagement activities, including the #BIKETORIA Summit and Pop-Up Engagement Events, will be measured by counting the number of people who participate in the activities (including interactive maps and comment forms), fill out an on-line survey, use the temporary bike lanes, or speak to members of our Project Team while in the field.

Communication and Engagement Report: The key findings, highlights, and results will be recorded in a #BIKETORIA Communication and Engagement Report. The report will include outcomes on each measurement of success. This report will be concise, easy-to-read, and will make use of extensive use of graphics and visuals to ensure it is accessible and engaging for City Council, staff, and members of the public.

The results of the engagement will inform the project work on an on-going basis. The report will summary this interaction and ensure that any other feedback is available to inform future City activities related to cycling.

4.0 >> NETWORK PRINCIPLES

4.1 VISION

This project is centred around the City's bold commitment to become, by 2018, a national leader for cycling infrastructure and complete streets planning, with a completed All-Ages and Abilities cycling network connecting all neighbourhoods and village centres.

The realization of this commitment will significantly change the face of the City of Victoria for current and future generations – how people choose to move around, where they choose to live, as well as the overall culture and economy of the city. This is exciting and daunting, as few cities in the world have undertaken such a transformation in cycling infrastructure in such a short timeframe. That being said, the cities that have accelerated the construction of a network of high quality bicycle facilities have been rewarded with substantial mode share increases. Seville, Bogota, and most recently Calgary's newly opened downtown network of protected bicycle lanes, have seen significant increases in the number of people who choose to make travel by bicycle over other transportation options.

4.2 GUIDING PRINCIPLES

Several guiding principles have been developed for this study in order to assess and recommend enhancements to the 2014 bicycle network and identify and design the priority corridors. These guiding principles are a crucial component of this project, but will also be considered in all future bicycle network planning and decisions by the City. These principles will be considered throughout the process from network planning to the design and implementation of the facilities. As well, the principles are an important measure of the project's success.

The guiding principles are made up of two types of principles:

1. Network Planning
2. Prioritization

Based on the Bicycle Network update public engagement, and current national and international best practices in bicycle network and facility design, three network planning guiding principles have been established:

#COMFORTABLE

A network that is safe and comfortable for people of All Ages and Abilities

#COMPLETE

A minimum grid network that ensures all residents have access to AAA facilities within a short cycling distance.

#CONVENIENT

A convenient network that connects all major destinations in the City.

#COMFORTABLE

A network that is safe and comfortable for people of All Ages and Abilities. This includes a network that provides access to a number of important destinations within the city such as parks and schools. This network is also made up of facilities that are comfortable. They will be either physically separated from motor vehicles on busy streets, or they will be shared spaces on quiet streets that have been designed to slow vehicle speeds and reduce motor volumes while enhancing the neighbourhoods they travel through.

The All Ages and Abilities network will be made up of a combination of protected bicycle lanes, neighbourhood greenways and off-street pathways.

The public engagement process for the Bicycle Network update found that a network that is accommodating to all ages and abilities through strategic route location and safe infrastructure is very important to Victoria residents.

#COMPLETE

A minimum grid network that ensures all residents have access to a All Ages and Abilities facility within a short cycling distance. This minimum grid would be connected by supporting routes and traffic calmed neighbourhoods. This type of network would allow for every resident of Victoria to be able to access a safe and comfortable route within a short distance of their home and destinations.

One of the outcomes of the Bicycle Network update public engagement was an emphasis on an integrated network.

#CONVENIENT

A convenient network that connects all major destinations in the City. Major destinations include:

> Urban core, town centres and urban villages
> Retail businesses
> Community amenities including schools, parks, health centres and institutions
> Major employment areas, and,
> Major tourism destinations.

As well, each neighbourhood in the city should have convenient access to All Ages and Abilities cycling facilities.

The public engagement process for the Bicycle Network update found that the public values good connections to key destinations, neighbourhoods and surrounding municipalities.

There are two prioritization principles that inform the identification of the 2018 priority network. These prioritization principles are:

#DEMAND

Corridors that provide the greatest potential for increased ridership, current and budding economic development opportunities, and additional benefits for residents and visitors to the City will be prioritized as this provides the greatest return on investment for the City.

#DOABLE

A key component of this project is to identify corridors that can be built by 2018. In order to achieve this ambitious schedule, priority corridors have been identified based on the feasibility of building the facilities. This includes consideration of the current curb-to-curb width of road, current and future transit, known future development, planned road reconstruction, and other issues.

5.0 >> NETWORK ANALYSIS

A series of comprehensive analyses were conducted using Geographic Information Systems (GIS) to better understand the various factors that influence the cycling network. These analyses were conducted to inform the bicycle network planning process and the identification of priority corridors by helping to understand where the current bicycle network falls short and where potential future network improvements could be targeted. Five types of analysis were conducted to address the guiding principles noted in the previous section:

#COMFORTABLE

LEVEL OF TRAFFIC STRESS

Assesses whether bicycle facilities are attractive for people of ages and abilities by classifying streets within the City of Victoria based on levels of stress they cause cyclists .

SAFETY

Identifies cycling collision hotspots based on available cycling collision data over the past five years.

#CONVENIENT

DESTINATIONS AND ACTIVITY ANALYSIS

Identifies proximity to destinations throughout the City, including current commercial areas, community destinations, activity hubs, and neighbourhood centres where people work, shop, socialize, volunteer and spend time with their families.

#COMPLETE

GAP ANALYSIS

Assesses the extent and coverage of the city's existing bicycle network and whether residents are within a reasonable cycling distance to a bicycle facility.

#DEMAND

MODE SHARE

Identifies current levels of commute cycling throughout the City based on 2011 National Household Survey data.

CYCLING POTENTIAL

Highlights areas of Victoria where investments in cycling have the greatest of potential based on land use, road network characteristics and where if investments are made in these areas it could result in increased levels of cycling.

EQUITY ANALYSIS

Highlights the neighbourhoods in Victoria that would benefit from increased transportation options and a safer network based on demographic information.

#DOABLE

CONSTRAINTS ANALYSIS

Identifies key constraints such as topography, physical or natural barriers, property constraints, and network gaps or jogs based on the results of the 2014 Bicycle Network update engagement and available data.

The methodology and key findings of each of these analyses are provided on the subsequent pages.

#COMFORTABLE

LEVEL OF TRAFFIC STRESS

Empirical evidence has shown that people using bicycles will tend to judge a route based on the safety and comfort of its weakest (or most stressful) link. This analysis assesses whether bicycle facilities are attractive for people of ages and abilities by classifying streets within the City of Victoria based on levels of stress they cause people riding bikes. A level of comfort for a person riding a bike is determined based on factors including posted speed limit, street width, and the presence and character of bicycle lanes. The combination of this criteria separates the bicycle network into one of four scores:

LTS 1	Most children are comfortable
LTS 2	Most adults are comfortable
LTS 3	Confident cyclists are comfortable
LTS 4	Only the strongest and most experienced cyclists are capable (but not necessarily comfortable)

In general, a separated bicycle facility, such as a trail or a cycle track, would qualify as a low-stress (LTS 1) bikeway, while roadway shared with motor vehicle traffic operating at high speeds would receive a higher-stress score. The results of the LTS analysis helps identify existing areas with a high level of service as well as focus areas for improvement.

A "low stress" network (meaning facilities comfortable for most adults) is likely to attract a larger portion of the population because it accommodates people that are uncomfortable with or do not wish to ride in mixed traffic. Low traffic, low-speed roadways, off-street pathways and protected bicycle lanes are all examples of low stress links in a bikeway network.

LTS provides an intuitive framework to describe the benefits of bicycle infrastructure, and demonstrates that some roadways need more intervention than others to provide a truly comfortable experience. For example, the only time a standard bike lane is considered All Ages and Abilities is a 2 M facility on a roadway with posted speed of 40 kph or lower and the best LTS score you can achieve on a roadway with four or more travel lanes without installing a cycle track is LTS 3. In terms of user comfort, most people will not use a buffered bike lane when cycling on a roadway like Pandora both downtown and east of Begbie; they require some sort of physical barrier.

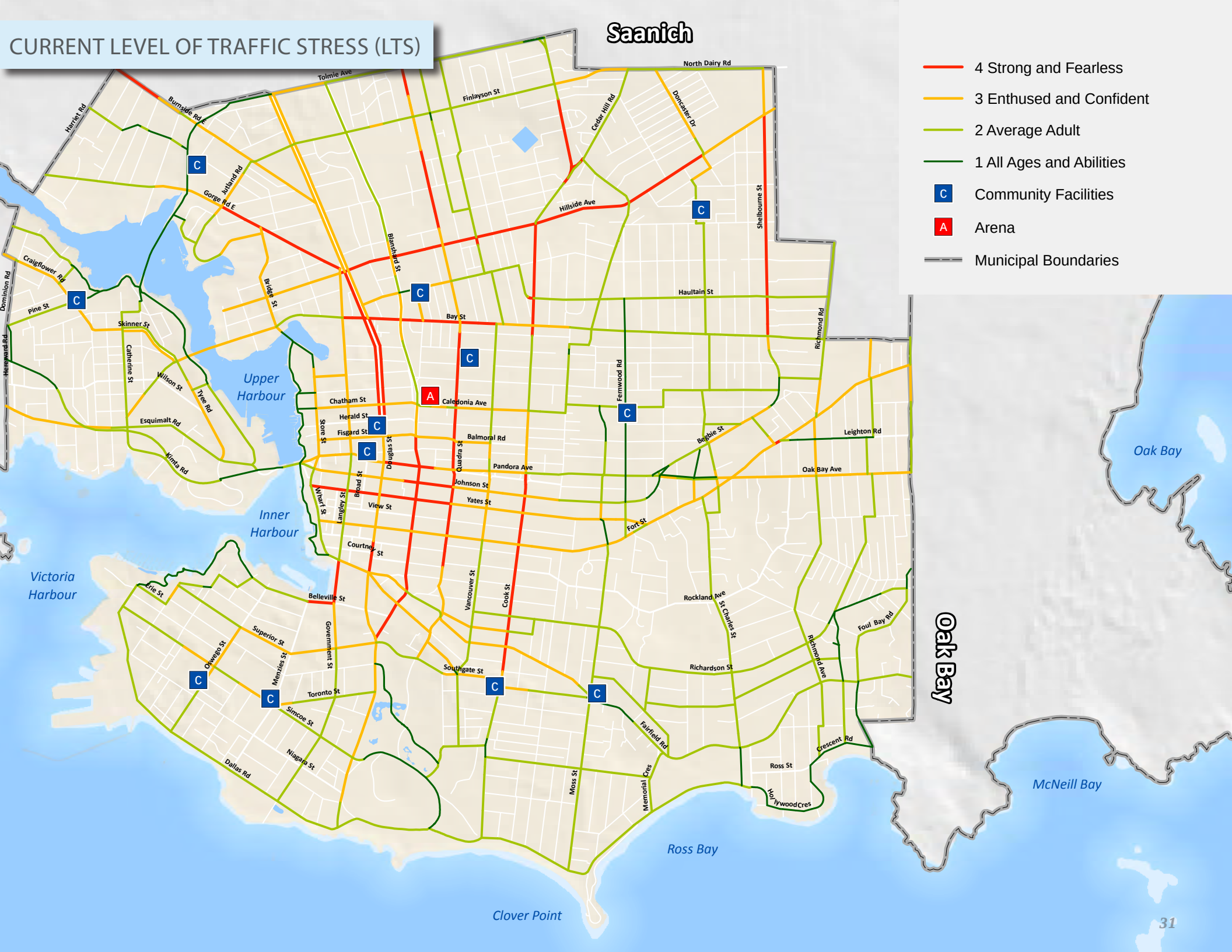
The network provides a comfortable level of service, with an average LTS score of 2. The neighbourhoods with the highest and lowest levels of service are:

HIGHEST: [1] Gonzales (Average: 1.69) [2] Fernwood (Average: 2.24) [3] Rockland (Average: 2.25)

LOWEST: [1] Harris Green (Average: 2.9) [2] Downtown (Average: 3.05) [3] North Park (Average: 3.38)

When considered in conjunction with the crash data, it is important to note that a large number of LTS 2 routes are found in neighborhoods with fewer crash events.

CURRENT LEVEL OF TRAFFIC STRESS (LTS)



#COMFORTABLE

SAFETY

The Level of Traffic Stress Analysis identifies where people on bicycles may feel most of less comfortable and is often based on perceptions of safety. In addition, an objective analysis was conducted of cycling collision data from the Insurance Corporation of British Columbia (ICBC) and the Victoria Police Department (VicPD) to identify cycling collision hotspots based on available cycling collision data over the past five years.

KEY FINDINGS

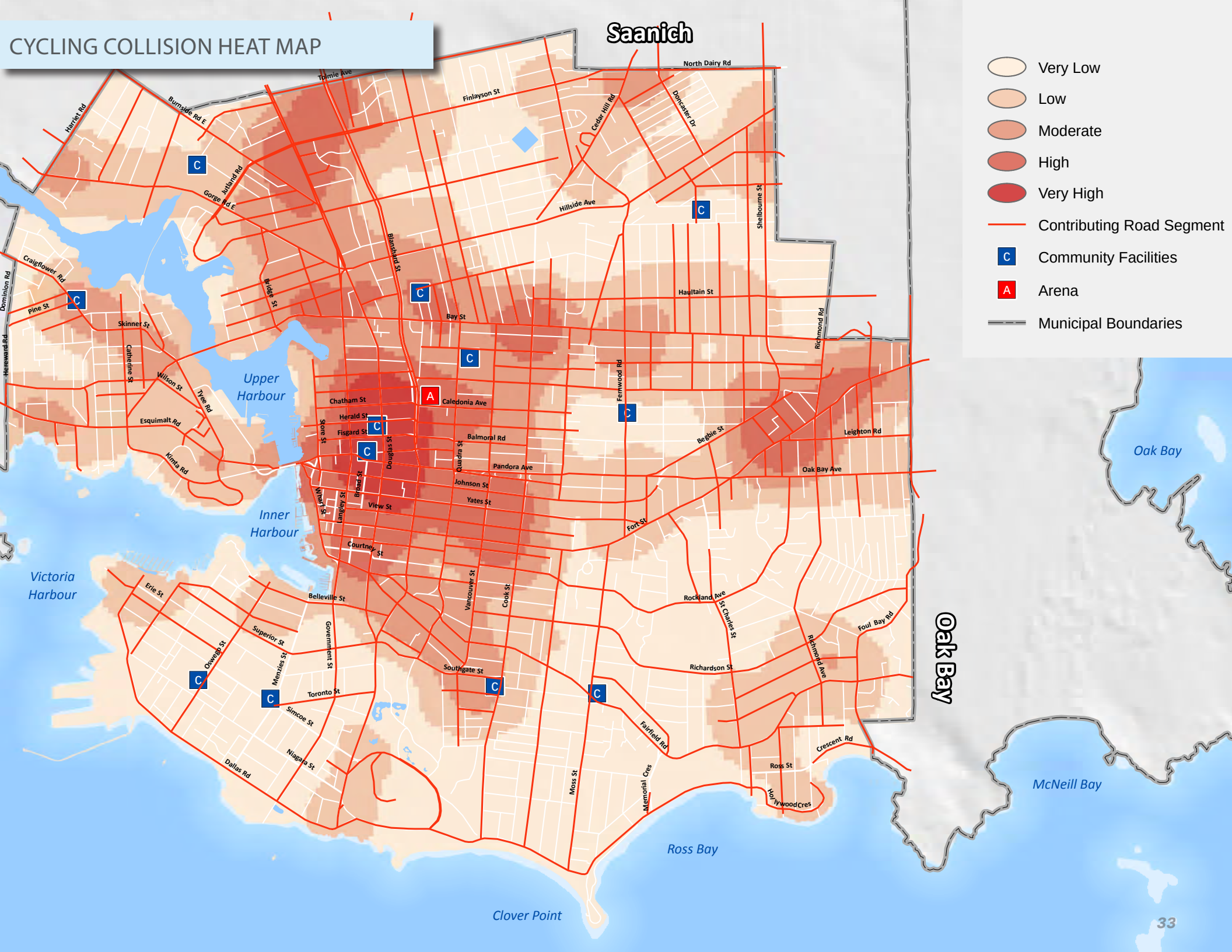
Over the past five years the majority of bicycle collisions occurred in the Downtown area (including Harris Green), with several hotspots of collision activity occurring on the periphery - primarily along existing bicycle routes. Most intersections that experienced a collision event have seen fewer than four reported collisions over this time period.

Other areas with a large concentration of collision events include North Jubilee, South Jubilee, and Burnside Gorge. Fewer collisions occurred in the neighbourhoods of Gonzales, Fairfield, and James Bay, as well as Hillside Quadra. Generally speaking, Victoria neighbourhoods with higher bicycle mode shares tend to have a lower number of collisions, despite the increased number of cyclists on the road.

The top five streets for bicycle collisions were:

1. Bay Street
2. Fort Street
3. Esquimalt Road
4. Gorge Road East
5. Pandora Avenue

CYCLING COLLISION HEAT MAP



#CONVENIENT

DESTINATIONS AND ACTIVITY ANALYSIS

People travelling by bicycle want to access the same destinations as all other road users, and want to be able to travel from A to B as quickly and conveniently as possible. This analysis identifies proximity to destinations throughout the City, including current commercial areas, community destinations, activity hubs, and neighbourhood centres where people work, shop, socialize, volunteer and spend time with their families.

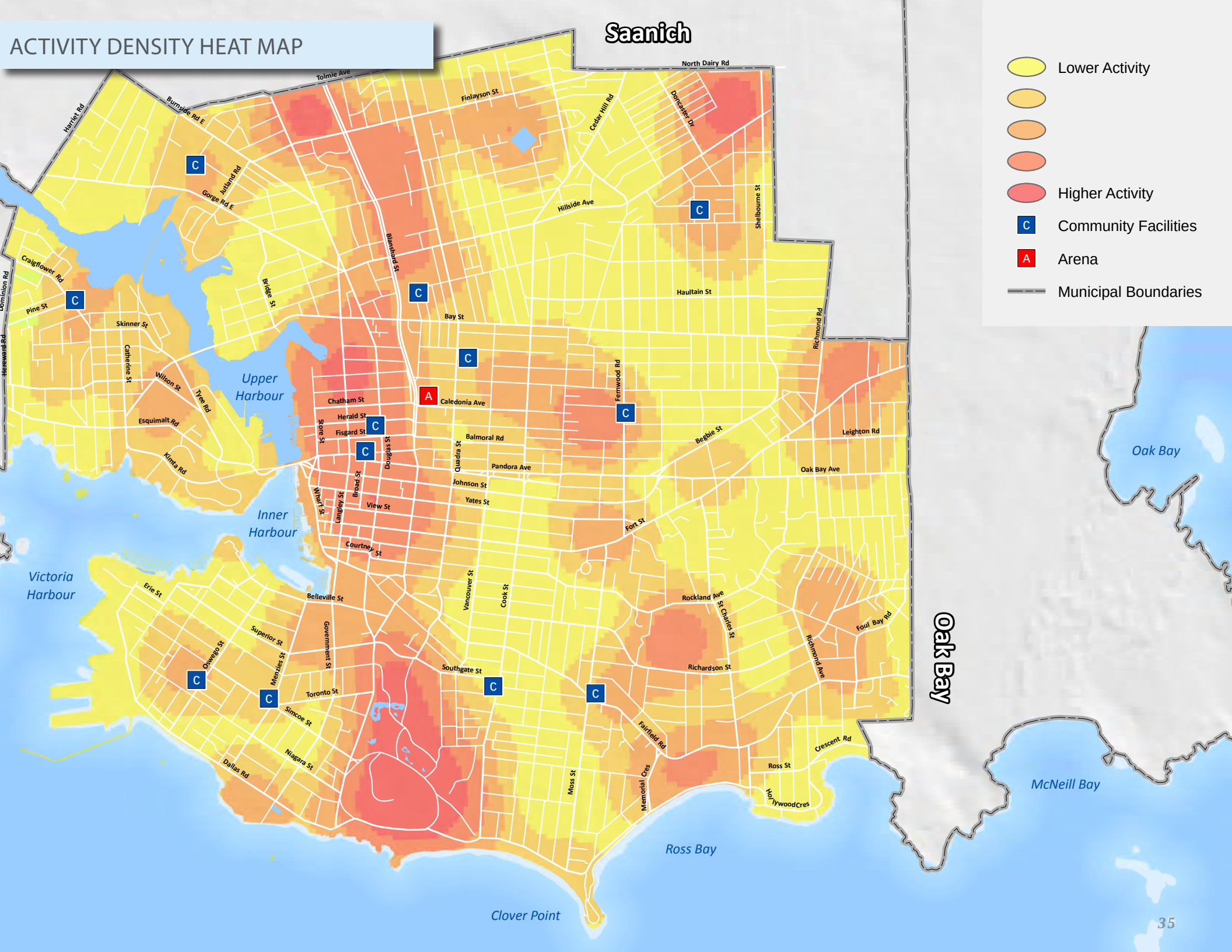
Several analyses were conducted to understand access to destinations throughout the City. Key destinations include the City of Victoria's Downtown Core, as well as Town Centres and Urban Villages identified in the City's Official Community Plan. Destinations also include community facilities, hospitals, schools, arenas, public facilities, institutions, and parks and open space.

KEY FINDINGS

Based on these destinations, a density mapping exercise was conducted to identify high concentrations of destinations throughout the City. This analysis identifies a high density of destinations downtown, as well as around Mayfair Mall, Hillside Mall and Royal Jubilee Hospital, as well around each of the Village Centres distributed throughout the City. This analysis helps to identify key destinations that the proposed bicycle network should connect to.

The existing bicycle network provides access to many destination and activity centres in the City of Victoria, although connectivity between centres is not complete. For example, there is no existing network connection between Downtown and Beacon Hill Park. The 2018 Priority network provides several new connections between these two locations.

ACTIVITY DENSITY HEAT MAP



#COMPLETE

GAP ANALYSIS

Gaps in the cycling network have a similar impact on a cyclist's commute as road closures have on motor vehicle drivers travelling on the road network. When confronted with a gap in the network, a traveller is required to either detour to a safer route which often requires local knowledge, or to continue through substandard or potentially uncomfortable or even hazardous conditions. To the extent that traffic hazards are a major deterrent for potential cyclists, examining gaps in the bikeway network is a logical first step in considering a plan for future bikeway upgrades.

The gap analysis presented in this section was conducted specifically for existing bicycle facilities. The purpose of this analysis is to identify and classify the gaps in the network. The different types of gaps that were analyzed are described in the table below. The bicycle network gap analysis considers both the on-street and off-street network, and includes all of Victoria's existing bicycle network.

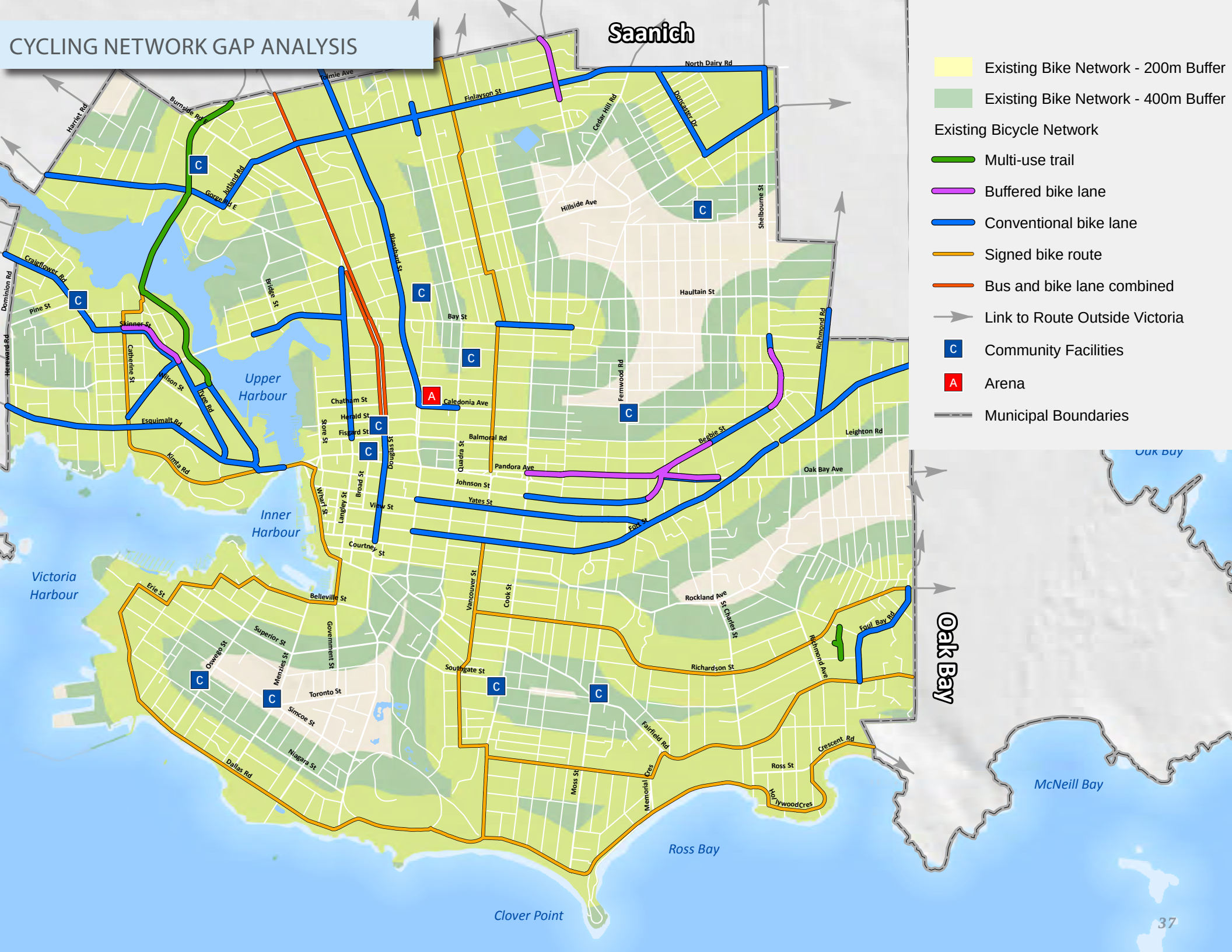
GAP TYPE	SUB-TYPE	DESCRIPTION	RATIONALE
Location Specific Gaps	Network Gaps	Where a bicycle facility is discontinuous ("dropped")	Facilities that terminate unexpectedly are potentially hazardous and make navigation by bicycle challenging and unpredictable.
Area Gaps	Area Gaps	Where no bicycle facility is present in a given area, based on an analysis of network coverage using buffers	Identified through buffer analysis of the existing network to identify areas in the city not included in the network.

A central focus of this study is providing All Ages and Abilities facilities to the residents and visitors in Victoria. Therefore, it is important to analyze the area gap that results from the current All Ages and Abilities facilities that exist in the city.

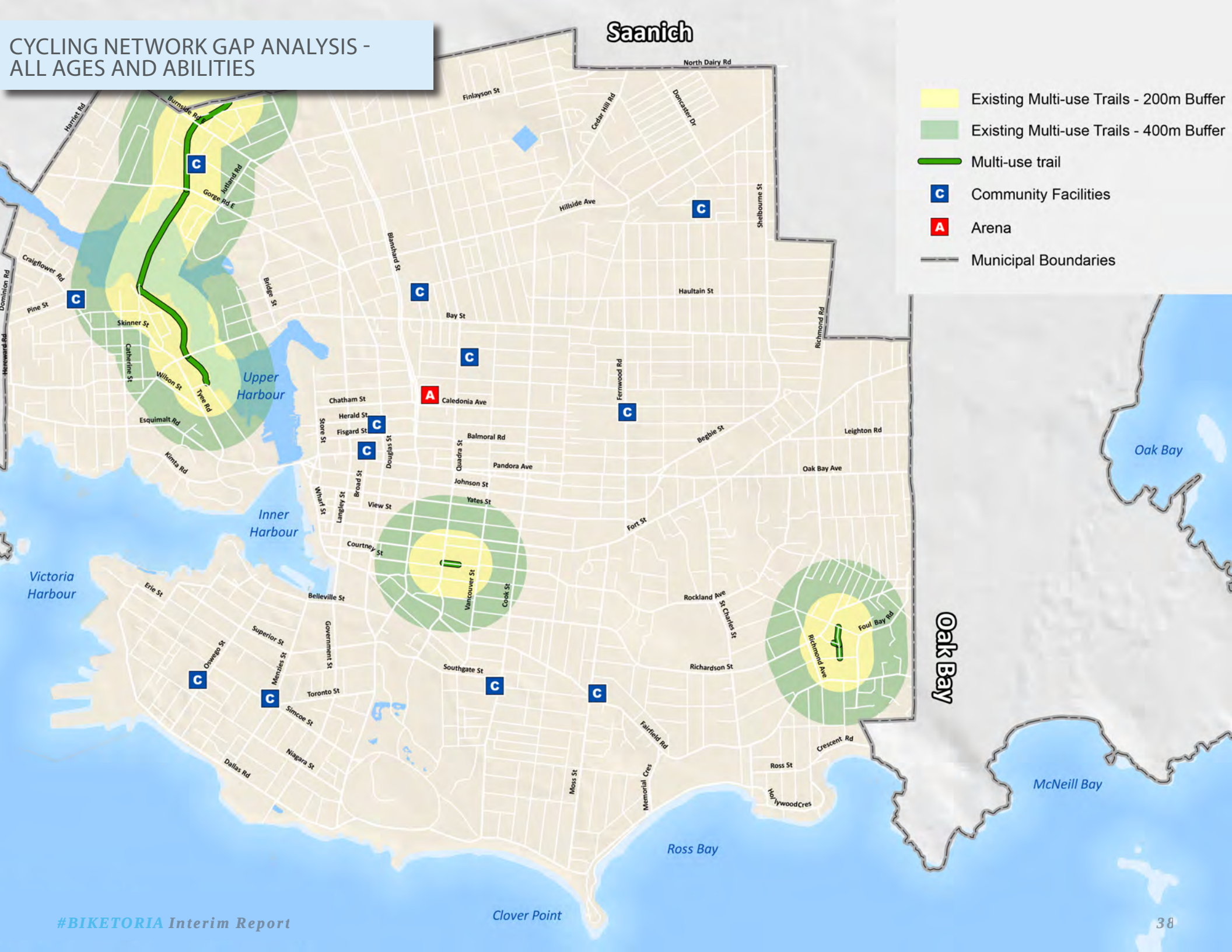
KEY FINDINGS

A simple analysis demonstrates the very limited access there currently is to high quality facilities, and therefore further emphasizes the need for these facilities.

CYCLING NETWORK GAP ANALYSIS



CYCLING NETWORK GAP ANALYSIS - ALL AGES AND ABILITIES




Burdett
Burdett
863 PCV

#DEMAND

MODE SHARE

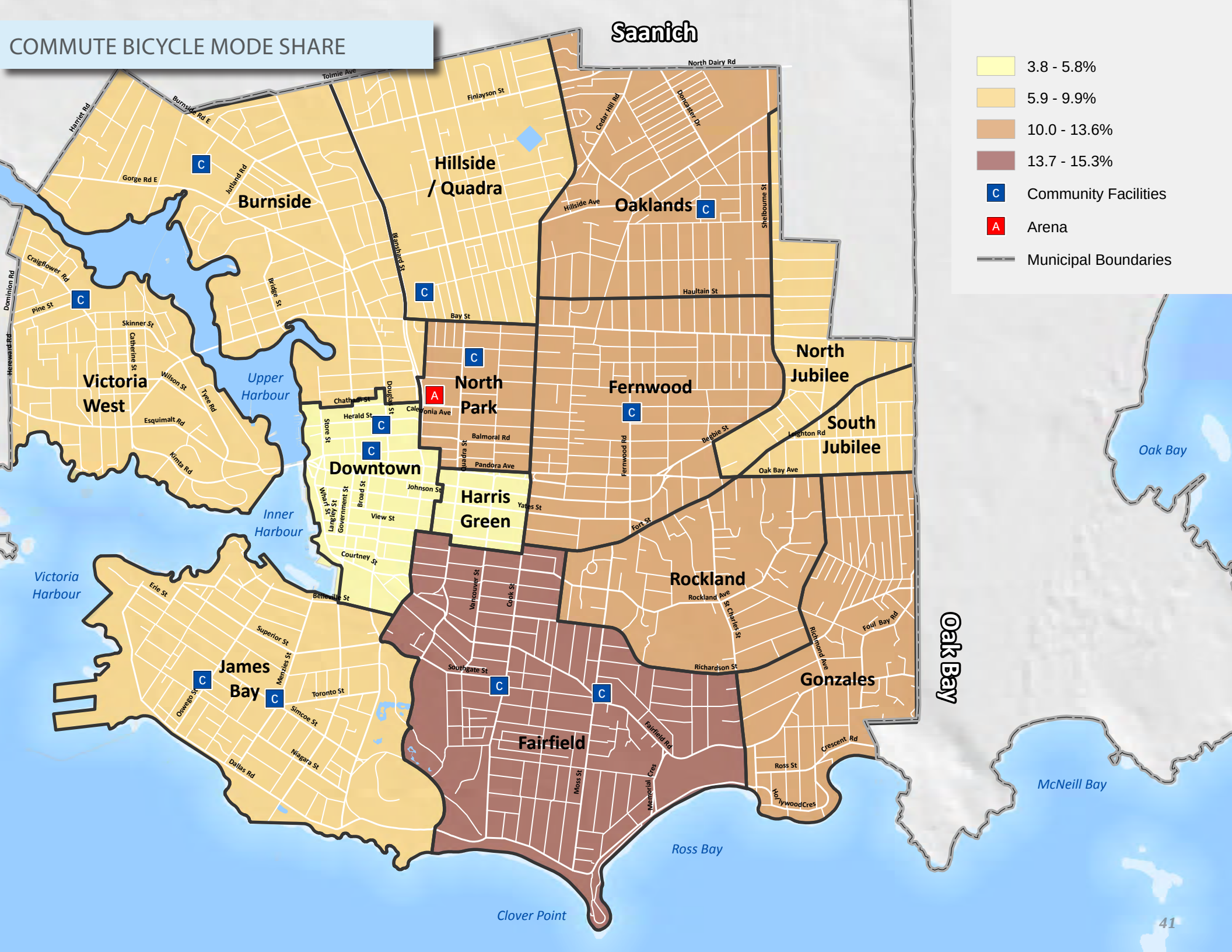
The current bicycle commute mode share was analyzed on a neighbourhood by neighbourhood basis applying 2011 National Household Survey data.

KEY FINDINGS:

According to the data, the lowest levels of bicycle commuting in the City of Victoria occur in Downtown and Harris Green. In these two neighborhoods, walking is a more popular alternative (representing 40 percent of commuter trips) due to destination proximity, which results in short travel distances. The neighbourhoods east of Downtown (with the exception of North Jubilee and South Jubilee, which are the furthest neighborhoods from Downtown) demonstrated higher proportions of bicycle commuting (above 10 percent) than neighborhoods situated west of Downtown. Fairfield, in particular, had the highest proportion of bicycle commuting (15.3 percent) among all neighborhoods. Fairfield is the site of Beacon Hill Park, the largest recreational open space in Victoria, and Cook Street Village, a key neighbourhood retail and commercial center. The presence of both destinations, in addition to Fairfield's proximity to Downtown, may contribute to the neighborhood's high number of commute trips by bicycle. The relatively low cycling levels recorded in Victoria West and Burnside-Gorge can be explained by the presence of barriers. For Victoria West, the Johnson Street Bridge represents the sole linkage across the Inner Harbour to Downtown. In Burnside Gorge, industrial land uses and busy arterial streets make bicycle travel less appealing than in neighbourhoods such as James Bay and North Park.

Despite these variations among neighbourhoods, it is important to note that bicycle mode share in all City of Victoria neighbourhoods exceeds British Columbian (2 percent) and Canadian (1 percent) averages.

COMMUTE BICYCLE MODE SHARE



#DEMAND

CYCLING POTENTIAL

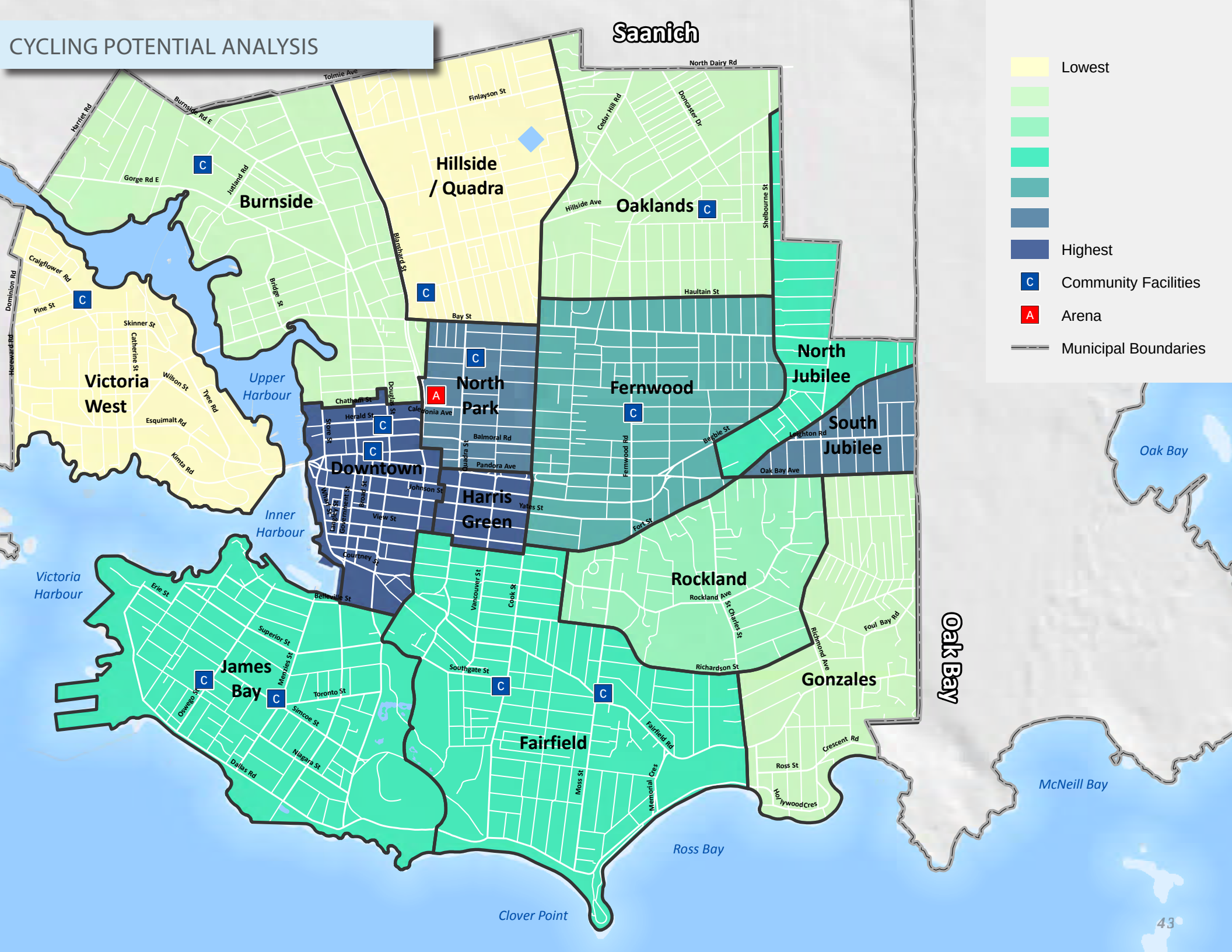
The City of Victoria is a diverse community comprising a variety of neighbourhoods with distinct land uses and community destinations. The city is made up of high employment and activity areas such as downtown, higher density neighbourhoods, town and village centres, and residential neighbourhoods. To help understand the unique conditions for cycling throughout Victoria and which areas of the city are most bikable, an analysis was conducted of the cycling potential throughout the city. This analysis examined a variety of factors that can help make cycling more attractive, such as road network density, road network connectivity, land use mix, permeability, and topography. This analysis helped to identify unique cycling issues and opportunities throughout Victoria, and the areas with the highest potential to increase bicycle use.

KEY FINDINGS:

An analysis of cycling potential in each neighbourhood indicates that:

- Downtown has the highest cycling potential based on land use mix, topography and population. Currently the area has the lowest bicycle commute rate of people journeying from home to work, but serves a number of people traveling in the other direction, or accessing other destinations downtown.
- The Harris Green neighborhood also has very high cycling potential for a number of the same reasons. This is consistent with other neighbourhoods in Victoria's central area (e.g., Northpark, Fernwood, and South Jubilee), which score highly in part due to denser residential populations and dense street grid.
- Based on the variables measured Hillside Quadra and Victoria West have the lowest potential of all Victoria's neighborhoods. It is worthwhile to note that all Victoria's neighbourhoods have a commute mode share that is much higher than the British Columbian average and represent places with good cycling potential.

CYCLING POTENTIAL ANALYSIS



#DEMAND

EQUITY ANALYSIS

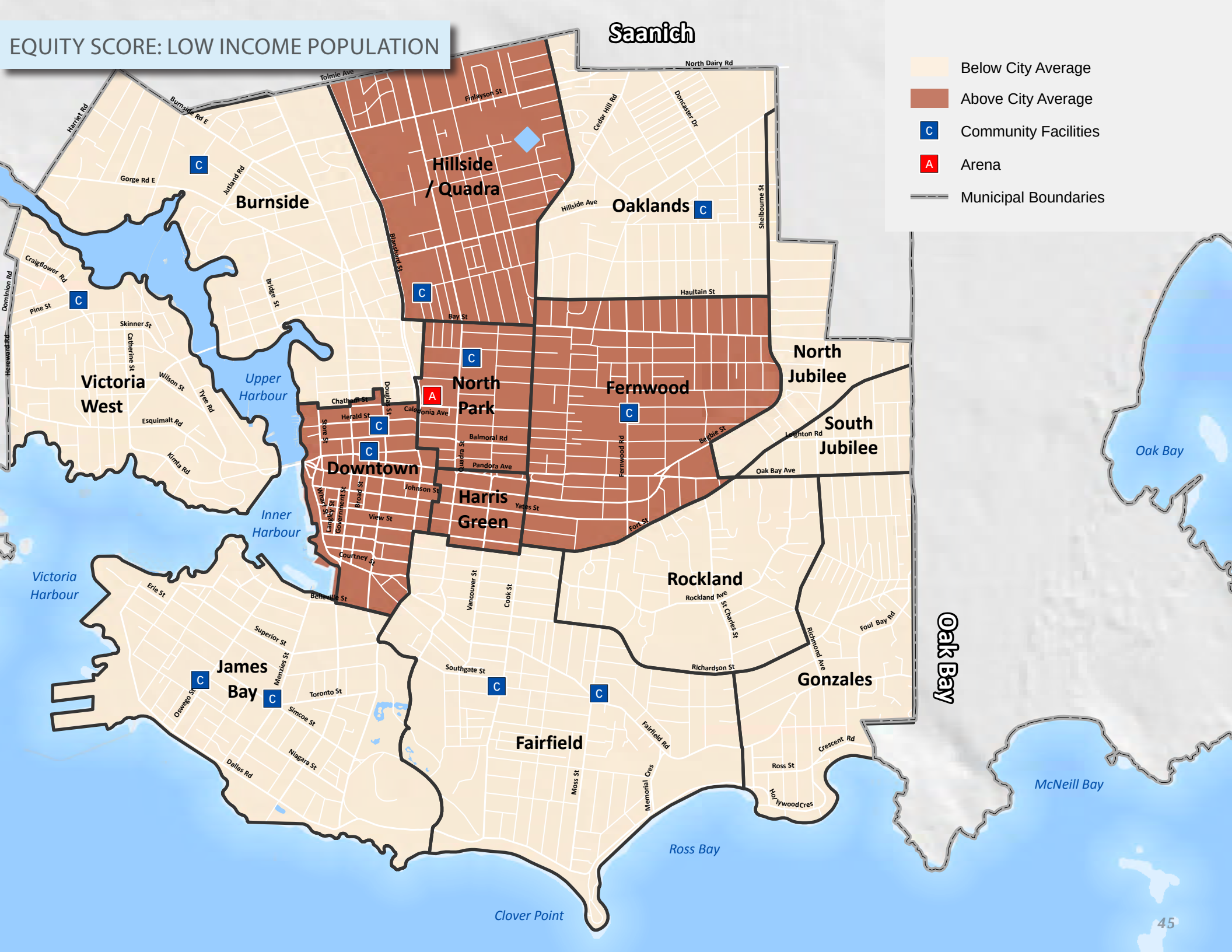
One of the aims of this project is to develop a well-connected network for cycling that serves all areas of the city and includes areas that have a high density of historically underserved populations and relatively low levels of facilities currently. An equity analysis was conducted to examine the distribution of bicycle facilities in relation to these underserved populations. The equity analysis helped to identify those areas of Victoria where limited access to bicycle facilities is compounded by socio-economic challenges. Promoting equitable transportation options and harnessing demand for cycling are two important reasons to potentially prioritize improvements to bicycle facilities in these neighbourhoods.

The low-income equity score provided for each neighbourhood compares the percentage of the neighbourhood population below the Low Income Cut Off (LICO) threshold to the percentage of population in Victoria below the threshold. This analysis applied data on the 2011 National Household Survey.

KEY FINDINGS

Neighbourhoods within and adjacent to the Downtown Core Area (including Downtown, Harris Green, North Park, Fernwood, and Hillside Quadra) all have low-income populations higher than those found in the city as a whole (20.7 percent). Neighbourhoods located around the periphery of the city have a lower percentage of low-income individuals. Only two neighbourhoods have a low-income population of less than 10 percent, while those greater than the city average ranged from above 21 percent to nearly 40 percent. The proposed 2018 Priority Network will add new connections to identified neighbourhoods where a disproportionate percentage of the population has a below-average income. These neighbourhood include Hillside/Quadra, North Park, Fernwood, Harris Green, and Downtown.

EQUITY SCORE: LOW INCOME POPULATION



#DOABLE

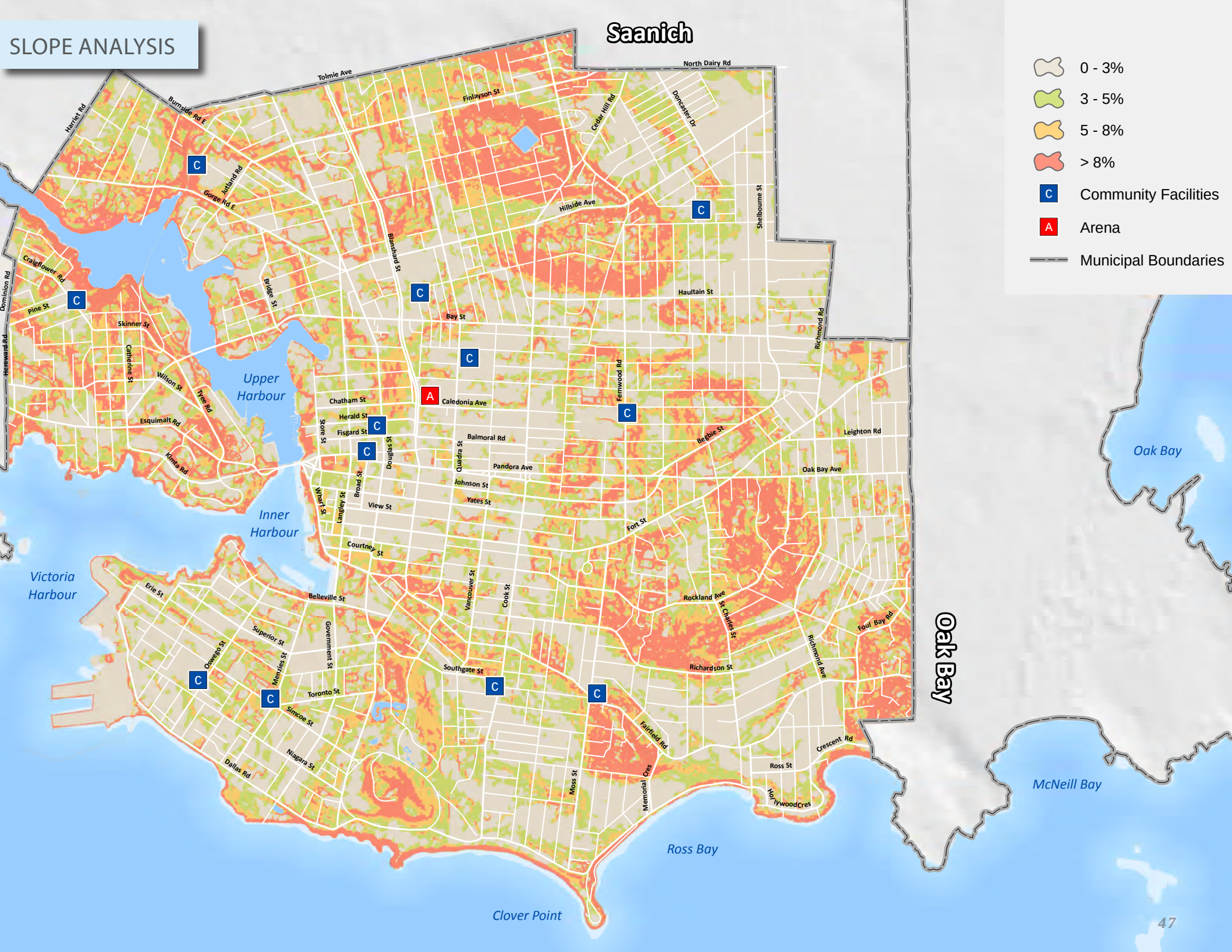
CONSTRAINTS ANALYSIS

Identifies key constraints such as topography, physical or natural barriers, property constraints, and network gaps or jogs based on the results of the 2014 Bicycle Network update engagement and available data. Based on the Council direction to build the network by 2018, the curb-to-curb road widths is one of the key considerations of building on-road All Ages and Abilities bike facilities. Topography can present a considerable challenge for people who are choosing to ride a bike.

KEY FINDINGS

Due to Victoria's gentle topography, there are only a limited number of areas where topography is a strong concern. Still, there may be significantly different topography between two parallel streets, thus favouring one route over another as a key bicycle route. One example of this was highlighted in the initial meeting of the Technical Advisory Committee, where members noted that between Park Boulevard and Bay Street, Vancouver Street had a number of hills that Cook Street did not.

SLOPE ANALYSIS



6.0 >> RECOMMENDED NETWORK

6.1 NETWORK PLANNING PHILOSOPHY

This section summarizes the recommended long-term bicycle network as well as the priority corridors that are recommended for implementation by 2018. This network and priority corridors were identified based on previous and current public input, technical analysis in the previous section, and best practices in bicycle network planning.

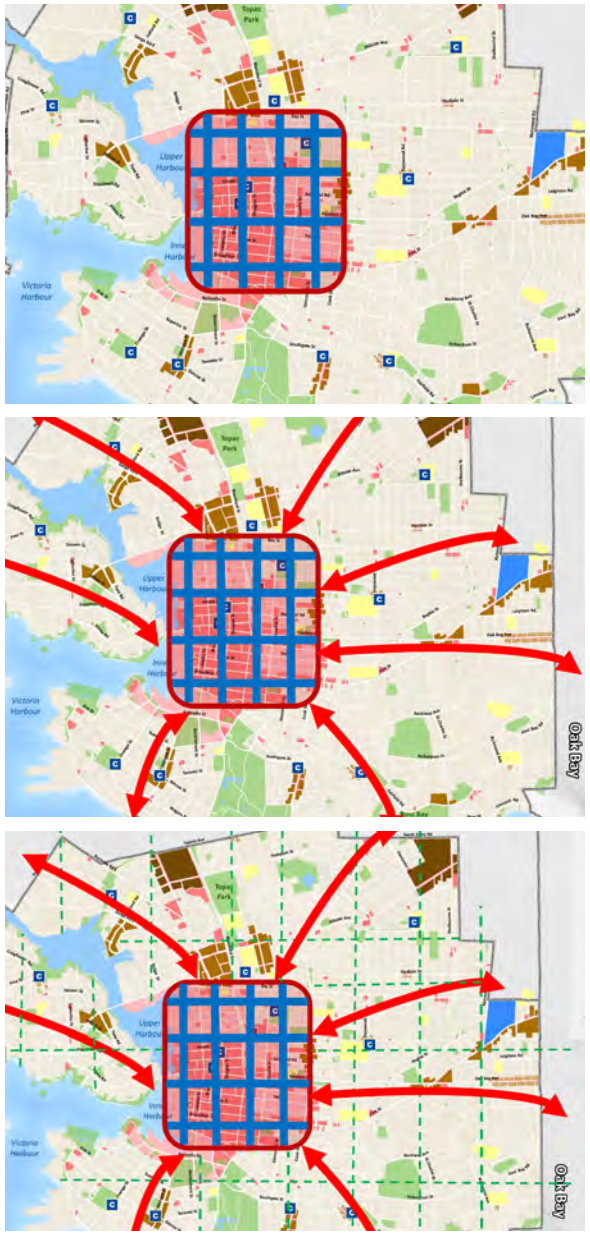
The primary network was developed based on a 'hub and spoke' framework as the overall network planning philosophy to ensure that a minimum grid network was established that provided connections to all destinations and neighbourhoods throughout the city.

The network framework centres on providing a dense network of bicycle facilities within the 'hub' of downtown. The downtown is a major destination for employment, commercial retail, tourism, government services and cultural activities. In the Official Community Plan, the downtown is part of the Urban Core, which is set to welcome 50% of the 20,000 new residents projected to come to the city. The downtown also facilitates travel to Vic West, the Galloping Goose Regional Trail, and the E&N Regional Trail.

As a result, a majority of Victoria residents travel to, from, and through the downtown. In addition, the Cycling Potential analysis identified several neighbourhoods surrounding the downtown core as having a high cycling potential. As a result, a 'hub' with a dense network of bicycle facilities has been proposed in the Downtown, Harris Green, North Park, and Rock Bay neighbourhoods. This area is proposed have a long-term network with bicycle facilities spaced every 200 metres.

Extending out from the 'hub', the 'spokes' in this network would be high quality All Ages and Abilities facilities that would connect the downtown and surrounding neighbourhoods to and from each of the neighbourhoods across the city, as well as ensuring regional connections beyond the City of Victoria. These spokes are referred to as Primary Routes of the City's bicycle network. The spokes are proposed to result in a Primary Network spacing outside the 'hub' of 800 metres.

The final component of the network consists of Secondary Routes that would connect people from their homes and smaller locations to the Primary Network. This component of the network fills in gaps in the Primary Network and ensure connections are provided to all destinations within the City. These Secondary Routes are proposed to result in a network that ensures that all residents are located within less than 400 metres of a Primary or Secondary Route, and that all destinations within the City have access to a bicycle route within close proximity.



THE 'HUB AND SPOKE' FRAMEWORK PROVIDES A DENSE NETWORK OF BICYCLE FACILITIES WITHIN THE DOWNTOWN CORE COMPLEMENTED BY HIGH QUALITY CONNECTIONS TO THE NEIGHBOURHOODS. SUPPORTING NEIGHBOURHOOD CONNECTIONS COMPLETE THE NETWORK.

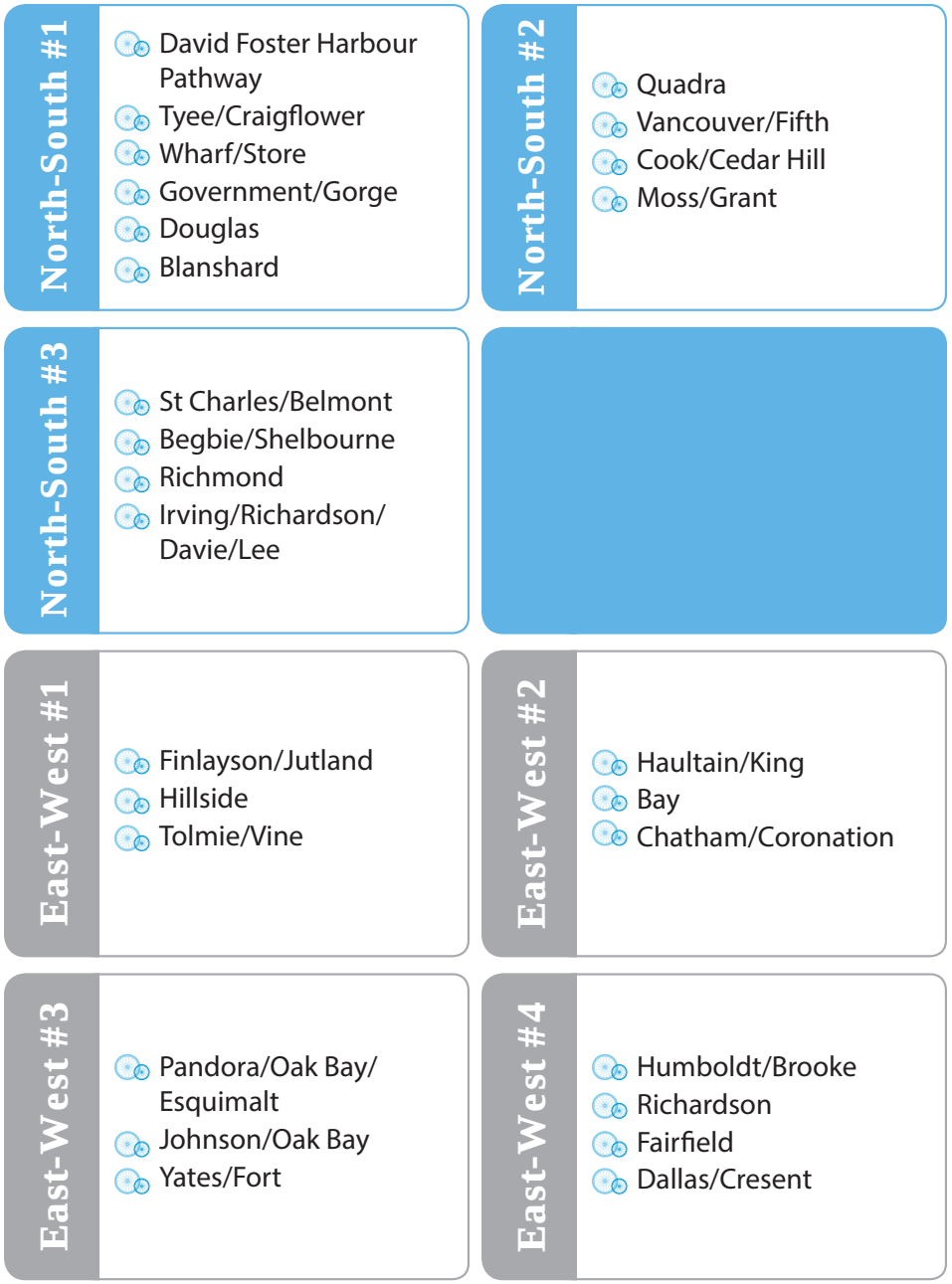
6.2 NETWORK PLANNING PROCESS

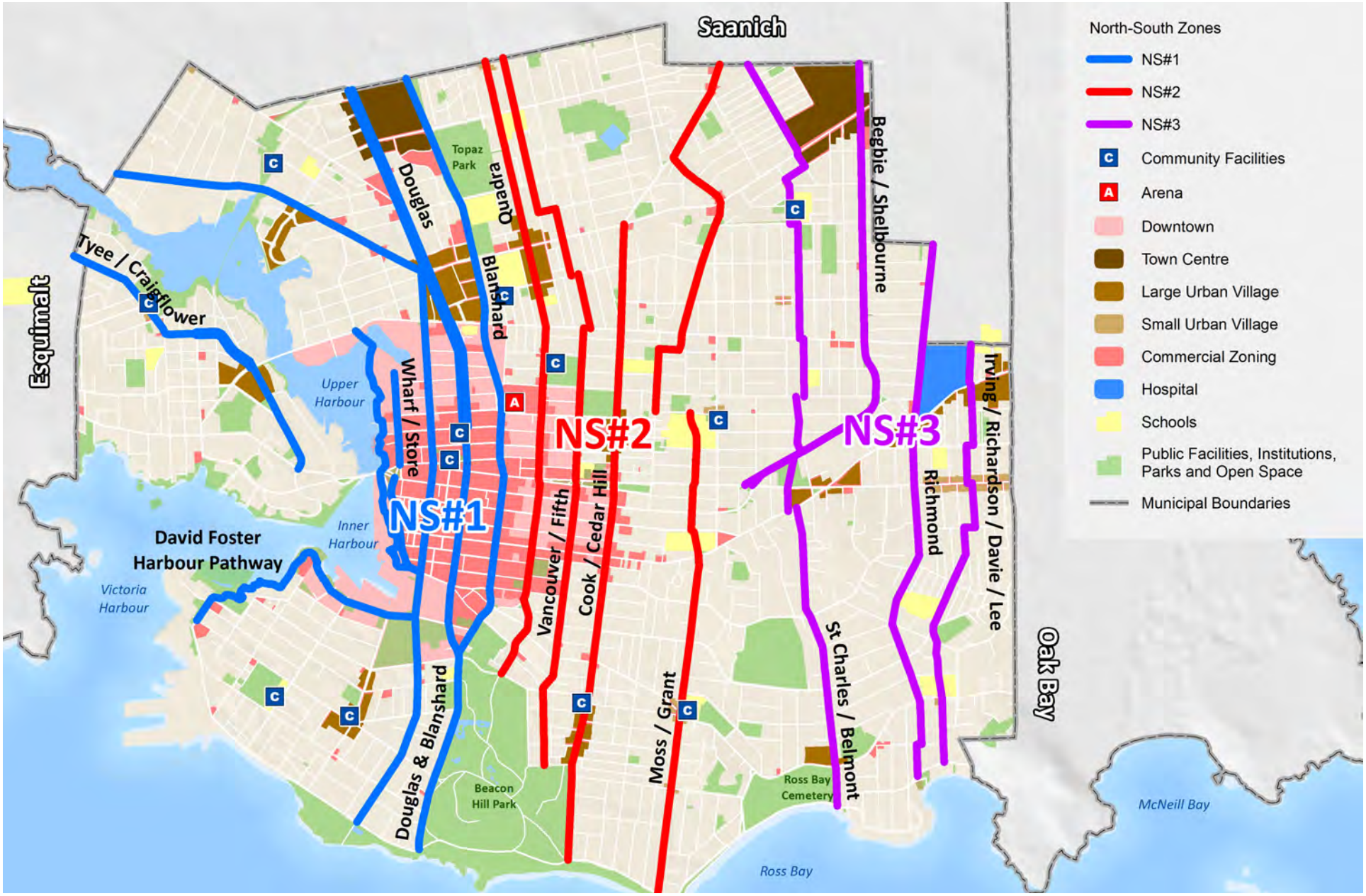
Reviewing the entire road network within the City of Victoria, there are many different options for designing an All Ages and Abilities network of cycling infrastructure. Therefore, the Guiding Principles (Comfortable, Complete, and Convenient, as well as Demand and Doable) and the 'hub and spoke' framework guided the network design process. These principles and framework were returned to frequently throughout the network identification process to ensure the network met these desires.

Under the guiding principles and framework, potential components of the network were reviewed and analyzed based on available information and building on the analysis completed during the 2014 Bicycle Network update.

The Minimum Grid Corridor Analysis workbook was created (Appendix B) to provide base information on Victoria corridors for consideration. To develop a network that reaches each neighbourhood, potential north-south and east-west corridors were identified. The potential corridors were then organized into zones to ensure that the network considered spacing between All Ages and Abilities facilities. The city was split into seven zones (three north-south zones and four east-west zones). Within each zones, three to five potential corridors were reviewed. This provided an extensive number of variables regarding the road components, and multi-modal, bicycle and land use considerations and enabled the ability to compare and contrast potential routes. This workbook was complemented by current and future transit routes, as well as the network analyses provided in the previous chapter.

Zones and corridors that were considered were:





EXCERPT FROM MINIMUM GRID CORRIDOR ANALYSIS WORKBOOK (APPENDIX B)

Based on the guiding principles, framework and network planning best practices, a number of priority corridors were identified. In other cases there were multiple parallel corridors that required extra consideration. The corridors that were further analyzed against the network planning and prioritization principles were:

Douglas Street

Priority Issues:
[1] Transit corridor on Douglas
[2] Feasibility to build by 2018

Advantage: Victoria's main street, downtown business support for re-design of Douglas, retail commercial, opportunities to have positive impacts beyond cycling

Challenges: Transit priority route (bus/bike lanes and LRT long term)

Government Street

Priority Issues:
[3] Access to Burnside/Gorge neighbourhood

Advantage: Pedestrian section, bike lanes north of Pandora, brewery district, redevelopment of Rock Bay, retail commercial

Challenges: One-way section, pedestrianized, tour buses

Quadra Street

Priority Issues:
[1] Destinations

Advantage: Destinations - downtown, Quadra Street Village; directness opportunity for street enhancement

Challenges: Priority bus route, right of way

Vancouver Street

Priority Issues:
[2] Proximity to other network corridors
[3] Feasibility by 2018

Advantage: Aesthetically pleasing, recognized bike route, access to Beacon Hill Park, Crystal Pool, Royal Athletic Park, retail businesses at Pandora

Challenges: Directness (number of jogs north of Bay), direct access to destinations

Cook Street

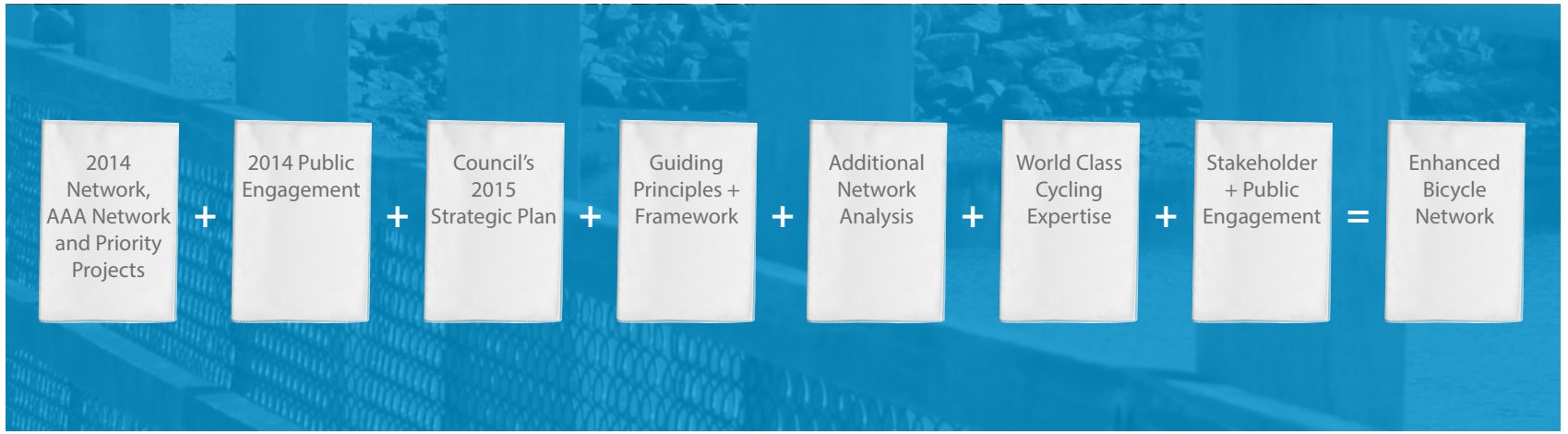
Priority Issues:
[4] Aesthetics

Advantage: Destinations - waterfront, Beacon Hill Park, Cook St Village, North Park Village, connects to Saanich's complete street

Challenges: Topography north of Hillside

Gorge Road	Burnside Road
Priority Issues: [1] Connection to network [2] Safety	Priority Issues: [3] Burnside/Gorge Neighbourhood Plan (complete streets)
Advantage: Connection to Jutland and residential areas, scenic, direct access to the Galloping Goose, connects to Government St, opportunity to improve streetscape Challenges: Topography in Saanich portion of Gorge, road width	Advantage: Destinations: retail businesses, Tillicum Elementary School (Saanich); regional connection, flat, wide right of way, through neighbourhood, opportunity to improve streetscape Challenges: Connection to the network
Note: As this area is part of the Burnside Gorge Neighbourhood Plan and Transportation Study, there will be close alignment between the projects and the design of complete street corridors.	

The draft network and key decision corridors were presented to the Technical Advisory Committee for feedback. Members of the Committee provided extensive input that was used to refine the network. This process confirmed the 2014 Network and led to the recommendation of the Primary and 2018 All Ages and Abilities Network.



6.3 LONG-TERM NETWORK

The 2014 Bicycle Network update process identified a proposed long-term bicycle network based on an analysis of all the information collected during the engagement process, identifying the most frequently identified corridors for improvements, the preferred types of improvements cyclist origins and destinations, and what links had been identified for addition or deletion from the existing network. City staff reviewed their findings with the Technical Working Group and proposed network map was subsequently developed. In designing the long-term bicycle network, staff considered:

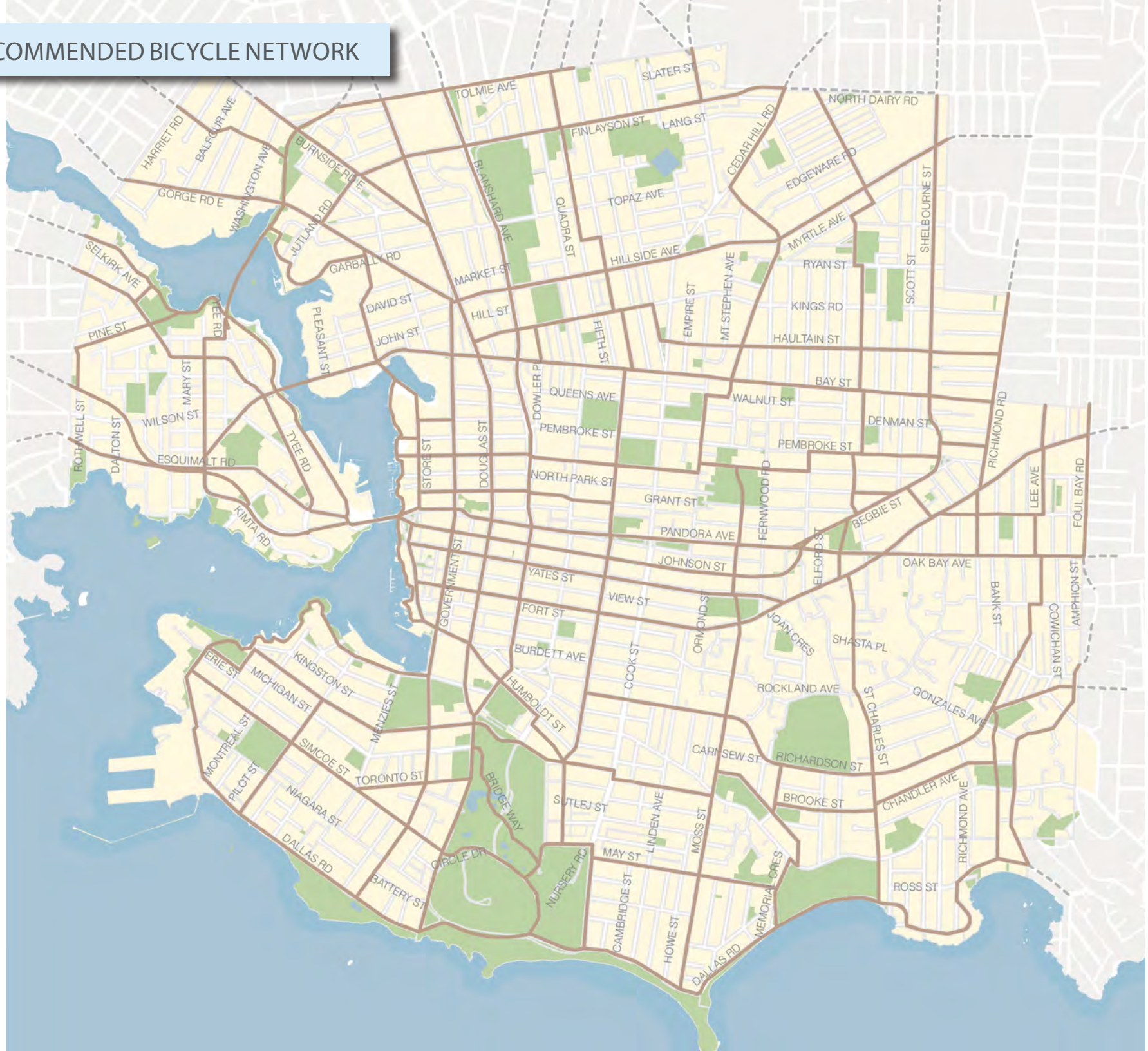
- Public input received from April to June 2014
- Connections to bicycle routes in adjacent municipalities
- Designation in other plans (e.g. Greenways routes, regional Pedestrian and Cycling Master Plan routes)
- Existing street classification (posted speed limits, volume, how a road is used)
- Existing cycling infrastructure on route (e.g. traffic calming, diverters, etc.)
- Topography
- Ideal density for the cycling network grid (i.e., spacing routes approximately 500m apart)
- Connections between key destinations
- Connections within and between neighbourhoods

As part of this project, the long-term network was reviewed in order to enhance the recommended bicycle network. This was completed through a series of GIS analyses, review of public feedback and "ground truthing" components of the network. The long-term network originally prepared by the City was extremely comprehensive. It provides:

- Coverage of planned bicycle facilities across the entire city;
- Connections to all schools, parks and community facilities; and
- A network of identified routes that are direct and connected.

As a result, it is recommended that the 2014 network remains constant, except for the additions of corridors that have been identified in the 2018 Priority Network. To ensure the benefits of this long term network are realized, it is important that the City continues to prioritize bicycle infrastructure through capital planning. This will ensure the long term network is built and enjoyed by residents and visitors alike.

2014 RECOMMENDED BICYCLE NETWORK

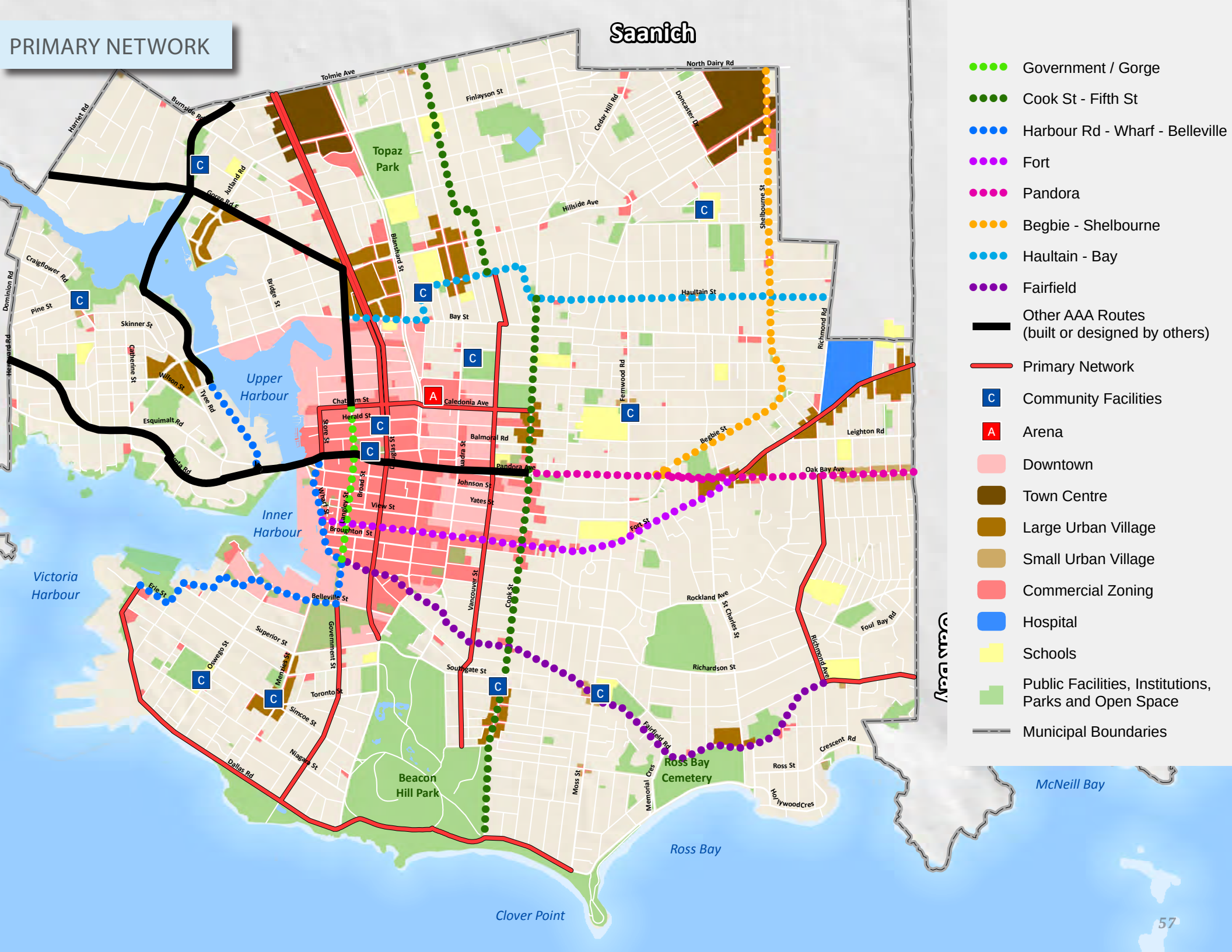


6.4 PRIMARY NETWORK

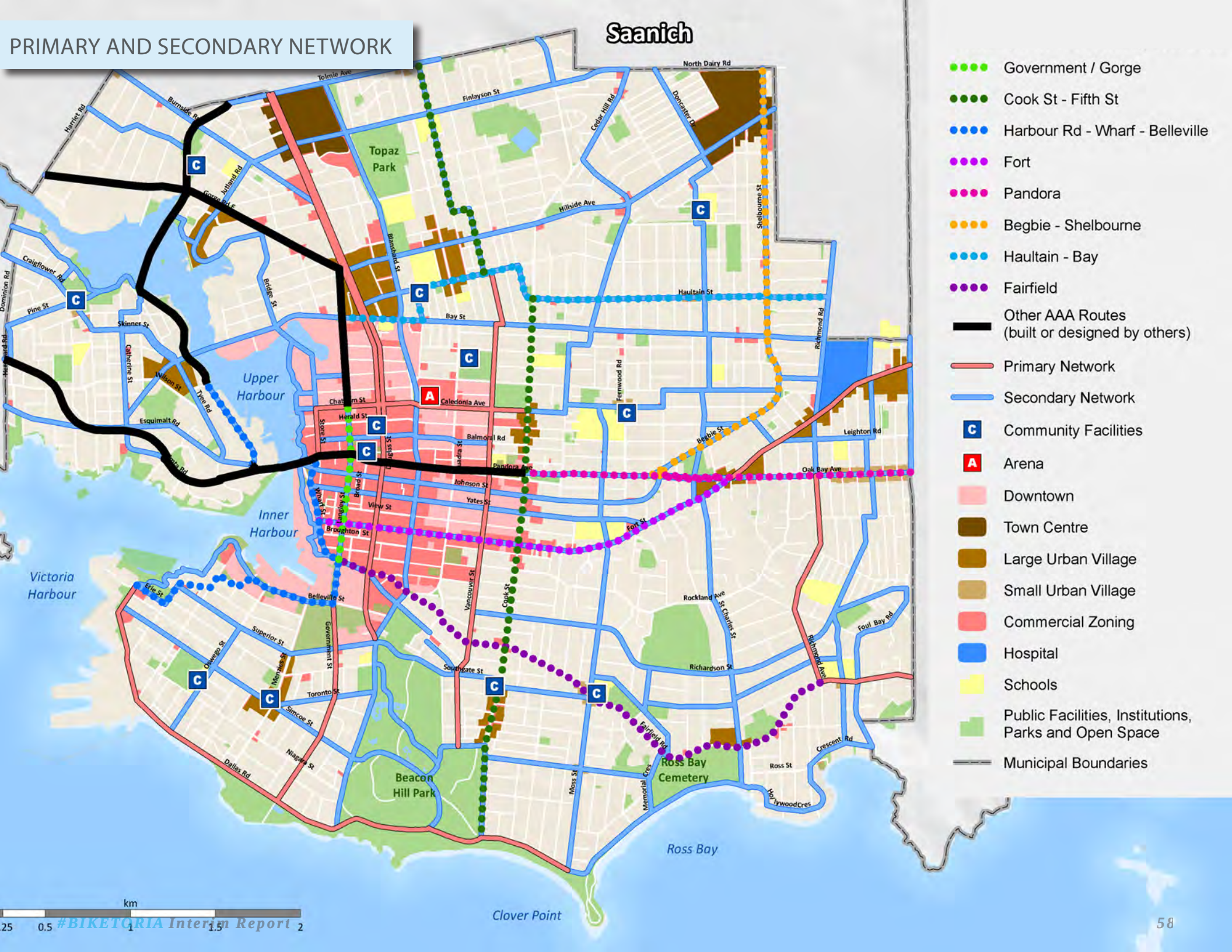
In addition to the long-term network proposed above, the network has been further grouped into Primary and Secondary routes to reflect the network planning 'hub and spoke' philosophy noted above. This includes a Primary Network of all ages and abilities that provide direct connections to and from the downtown and all neighbourhoods within the city, and a supporting Secondary Network that provides access to other destinations throughout the city. It is recommended that the city complete the primary network within 5 years to ensure there is greater connectivity within the downtown core.

This Primary Network would place most residents within 400 metres of a Primary bicycle route in the 'hub', and within 800 metres of a Primary bicycle route everywhere else in the city.

PRIMARY NETWORK



PRIMARY AND SECONDARY NETWORK



6.5 2018 AAA PRIORITY NETWORK

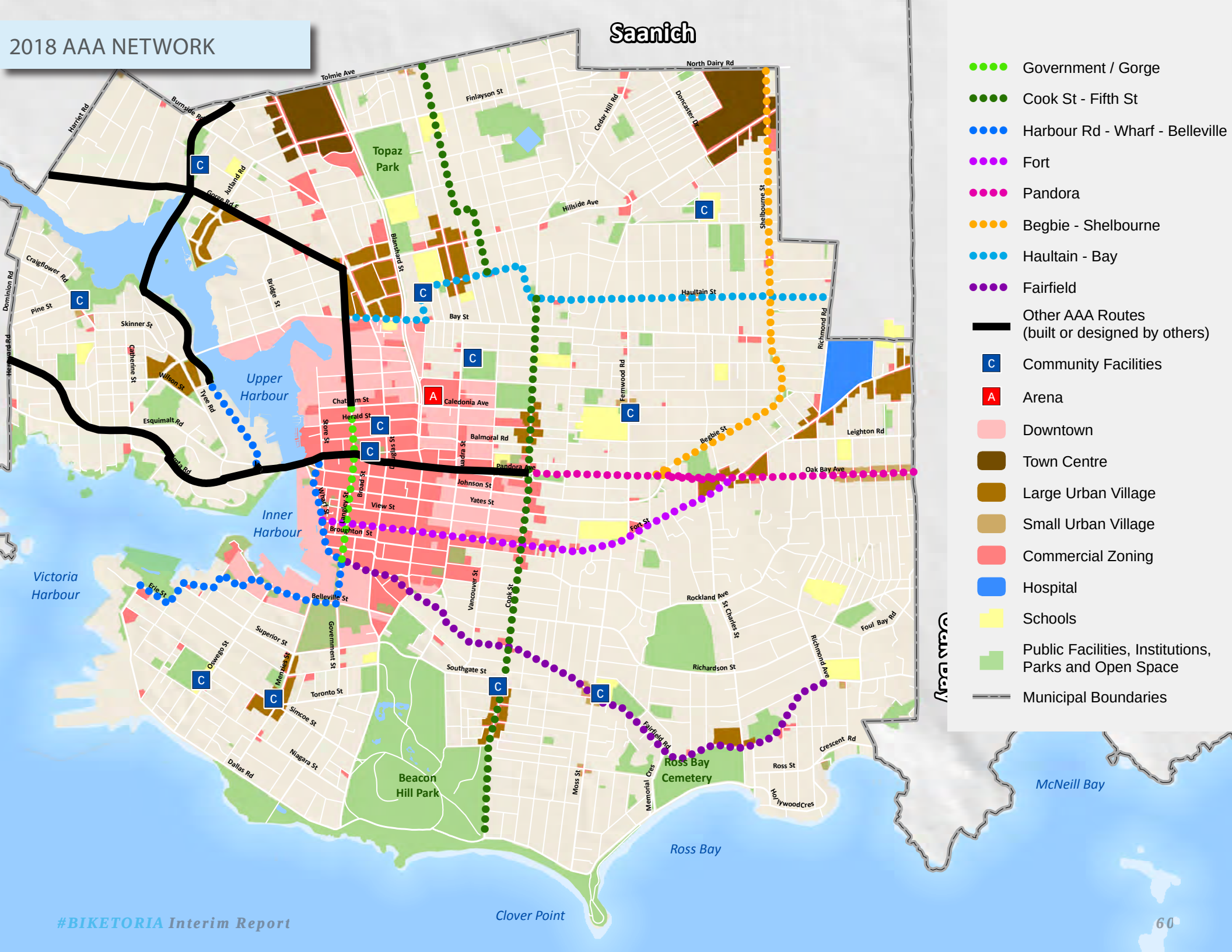
The Primary Network noted above is intended to be a complete network of All Ages and Abilities facilities to connect all areas of the city; however, there is a need to further prioritize implementation to identify those priority corridors that can be implemented by 2018. The Priority Network includes Primary Corridors that connect those neighbourhoods with the greatest cycling potential, and targeting increased spacing within the 'hub' with the greatest cycling potential. A majority of these routes were identified for improvement during the 2014 engagement. More detail on recommendations from the public is provided in Appendix A. The recommended Priority Network includes the following eight corridors:

In addition, it should be noted that the area of Burnside Gorge is currently undergoing a Local Area Plan process. The Burnside Transportation Study is being completed concurrently and the two studies will be working closely together on the designation and design of corridors within the study area.

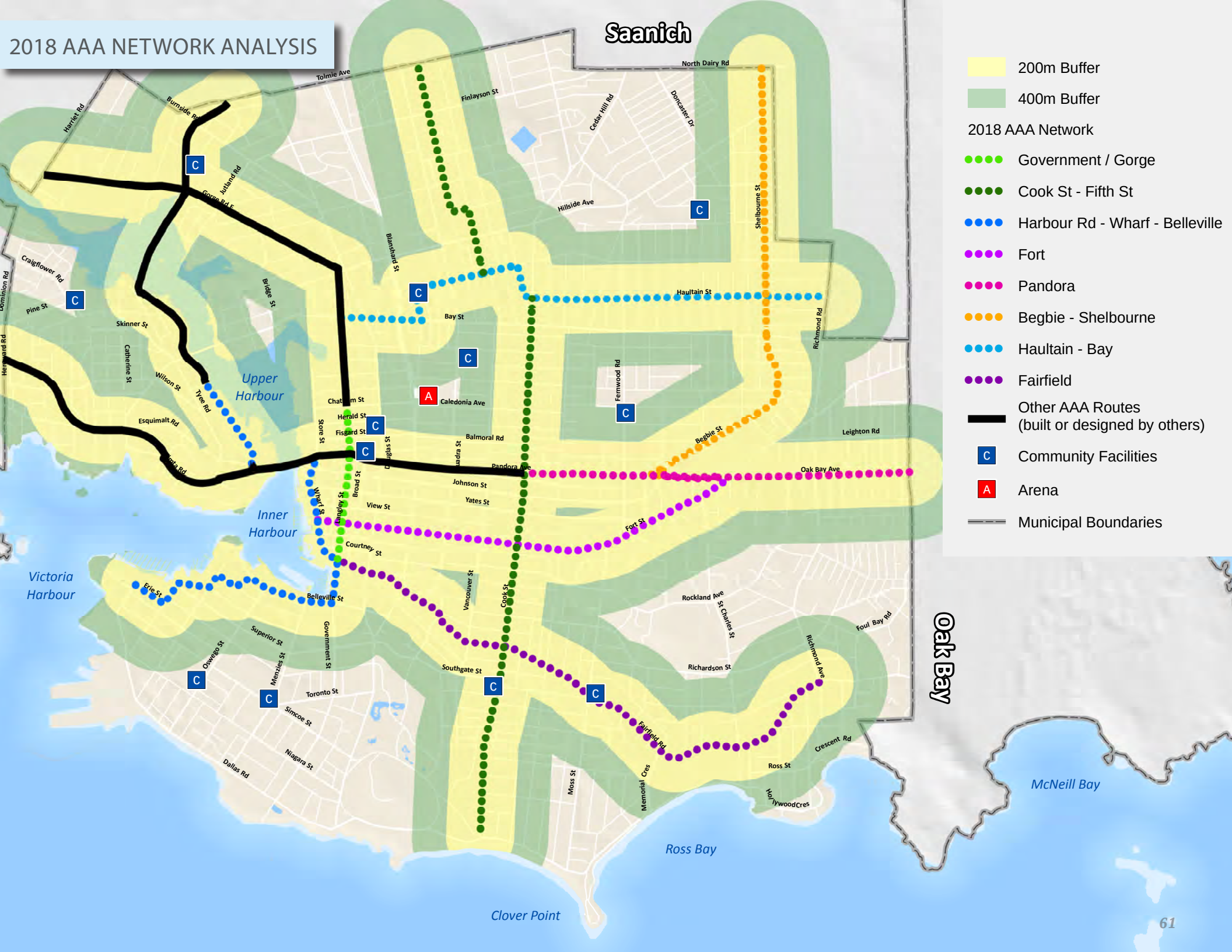
The 2018 priority network is comprised of approximately 31 kilometres of bikeways that extend to and through all of Victoria's neighborhoods. The proposed network will create comfortable, complete and convenient connections for people who bicycle. An analysis of network coverage shows that nearly 50 percent of the city's land area is within 200 m of a bicycle facility comfortable for people of all ages and abilities, while 76 percent of the land area is within 400 m.

Over 43 percent of schools, 59 percent of parks, and 78 percent of commercial centers are located within 200m of at least one of these routes. Within 400m of the network, these numbers grow to 97 percent of school, 83 percent of parks, and 93 percent of commercial centers. Nearly 30 percent of the city's population will live within 200m of the network, while 45 percent will live within 400m.

While network buffers touch each neighbourhood, there is some variation in coverage. For example, while all of Downtown is within the 200m network buffer, central Fernwood, and significant portions of James Bay, Oaklands, Hillside/Quadra, and Rockland are further than 200m from the priority network. While a 400m network buffer extends this coverage, James Bay, Rockland, and Oaklands still have significant portions of land without coverage. To achieve complete network coverage will require construction of additional facilities beyond 2018; for example Dallas Road in the James Bay neighborhood is envisioned as a key bicycle connection.


2018 AAA NETWORK
Saanich
Government / Gorge
Cook St - Fifth St
Harbour Rd - Wharf - Belleville
Fort
Pandora
Begbie - Shelbourne
Haultain - Bay
Fairfield
Other AAA Routes
(built or designed by others)
Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions,
Parks and Open Space
Municipal Boundaries
Topaz Park
Upper Harbour
Inner Harbour
Victoria Harbour
Beacon Hill Park
Ross Bay Cemetery
Ross Bay
McNeill Bay
Clover Point
Tolmie Ave
North Dairy Rd
Finlayson St
Cedar Hill Rd
Doncaster Dr
Hillside Ave
Shelbourne St
Haultain St
Richmond Rd
Leighton Rd
Oak Bay Ave
Begbie St
Fernwood Rd
Blanshard St
Bay St
Bridge St
Craigflower Rd
Pine St
Skinner St
Catherine St
Wilson St
Tyee Rd
Esquimalt Rd
Admirals Rd
Dominion Rd
Herald St
Chatham St
Caledonia Ave
Balmoral Rd
Pandora Ave
Johnson St
Yates St
View St
Broughton St
Broad St
Store St
Douglas St
Quadra St
Wharf St
Government St
Menzies St
Oswego St
Superior St
Belleville St
Erie St
Vancouver St
Cook St
Fort St
Rockland Ave
St Charles St
Foul Bay Rd
Richmond Ave
Richardson St
Southgate St
Toronto St
Simcoe St
Niagara St
Dallas Rd
Fairfield Rd
Moss St
Memorial Cres
Crescent Rd
Ross St
Hollywood Cres
#BIKETORIA Interim Report
60

2018 AAA NETWORK ANALYSIS



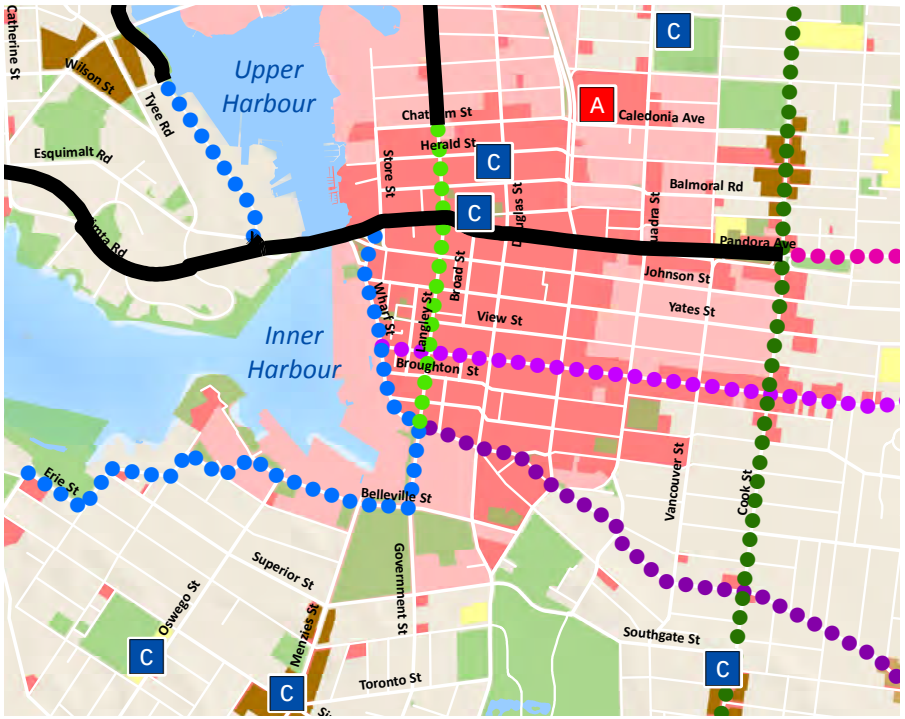
6.5 CORRIDOR CHARACTERISTICS

This chapter introduces each of the priority corridors including a route description and general characteristic. These characteristics highlight the benefits and challenges that will inform the specific facility design of the corridor. This includes considering impact on pedestrian facilities, transit travel time and bus stops, vehicle travel speed and capacity and on-street parking.

WATERFRONT ROUTE : HARBOUR ROAD AND WHARF STREET / BELVILLE STREET

This waterfront route connects the Galloping Goose to the Downtown core and out to James Bay and Fisherman's Wharf. Harbour Road also provides access to business and residents in Dockside Green and other current and future developments in VicWest. Although Harbour Road currently has painted bicycle lanes, these are not considered All Ages and Abilities and represent a notable gap in the City's All Ages and Abilities network.

This route provides access to businesses along Wharf Street, tourist attractions including the Empress Hotel, the Legislature and Fisherman's Wharf. This route has important economic development potential. In the future, the route could integrate with the David Foster Harbour Pathway.



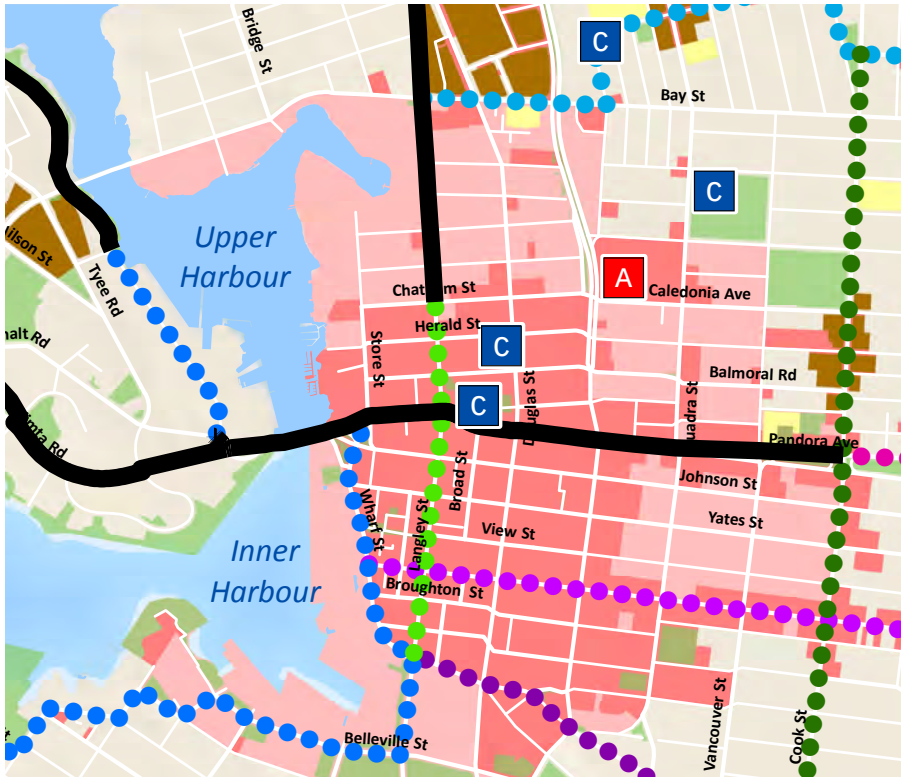
- Extent: Harbour Road between Esquimalt Road and the Galloping Goose Regional Trail; Wharf Street from Pandora Street to Erie Street
- Length: 2.5 kilometers
- Road Network Classification: Local Street; Downtown Core
- Road Width: Harbour Rd: 1 motor vehicle lane in each direction, typical width of 9.5 metres (12 metres at parking pockets); Wharf St/Belleville St: 1 motor vehicle lane in each direction, typical width of 12.8 to 13.3 metres (narrow segment north of Fort St 11.38m)
- On-Street Parking: Harbour Rd: Parking pockets on west side; Wharf St/Belleville St: Majority parking on both sides
- Truck Route: Harbour Rd: No; Wharf St/Belleville St: Yes
- Transit Route: No
- Existing Bicycle Facilities: Harbour Rd: Painted Bicycle Lanes; Wharf St/Belleville St: Majority signed bikeway

- Destinations: Dockside Green, Galloping Goose Regional Trail, Downtown, legislature, James Bay, Ogden Point
- Connections: Galloping Goose, David Foster Harbour Pathway, Pandora St, Johnson St Bridge
- Advantages: Harbour Rd: Currently 1.3m bicycle lanes on each side of the street, new development proposal for Dockside Green, commercial node; Wharf St/Belleville St: 2015-19 priority project, waterfront, tourism opportunities, high profile location
- Challenges: Harbour Rd: Recently built road and sidewalk, industrial property on west side (driveways); Wharf St/Belleville St: Many different road users- buses on Government section (in front of Empress), horses, pedestrians, ferry traffic; high profile
- Possible facilities: Protected bike lane (1 or 2 way)

GOVERNMENT STREET

Government Street is a key corridor that has different characteristics along its great length. Through the downtown it includes a pedestrian-priority section which is one-way traffic, in widens north of Fisgard as it travels through a light industrial area and the potential brewery district, and travels by Rock Bay. The northern section of the corridor has painted bike lanes that vary in width and road placement. The enhancement of these facilities would encourage access to shops downtown, breweries and Rock Bay as that area develops.

- Extent: Humboldt St to Douglas St
- Length: 1.7 km
- Road Network Classification: Gorge to Fisgard (4 lanes with auxiliary left-turn lanes at intersections); Fisgard to Yates (3 to 4 lanes)
- Road Width: Gorge to Fisgard (20.1m); Fisgard to Yates (majority 14.0m)
- On-Street Parking: Majority yes, both sides
- Truck Route: Yes
- Transit Route: Portion yes
- Existing Bicycle Facilities: Portion with bike lane
- Destinations: Downtown, Chinatown, Rock Bay, Mayfair Mall
- Connections: Belville, Pandora
- Advantages: Pedestrian priority section, brewery district, redevelopment of Rock Bay, commercial retail destinations
- Challenges: One-way street with pedestrian priority, access and loading for trucks (currently time restricted)
- Possible facilities: Neighbourhood greenway (portion), protected bike lane (1 or 2 way)



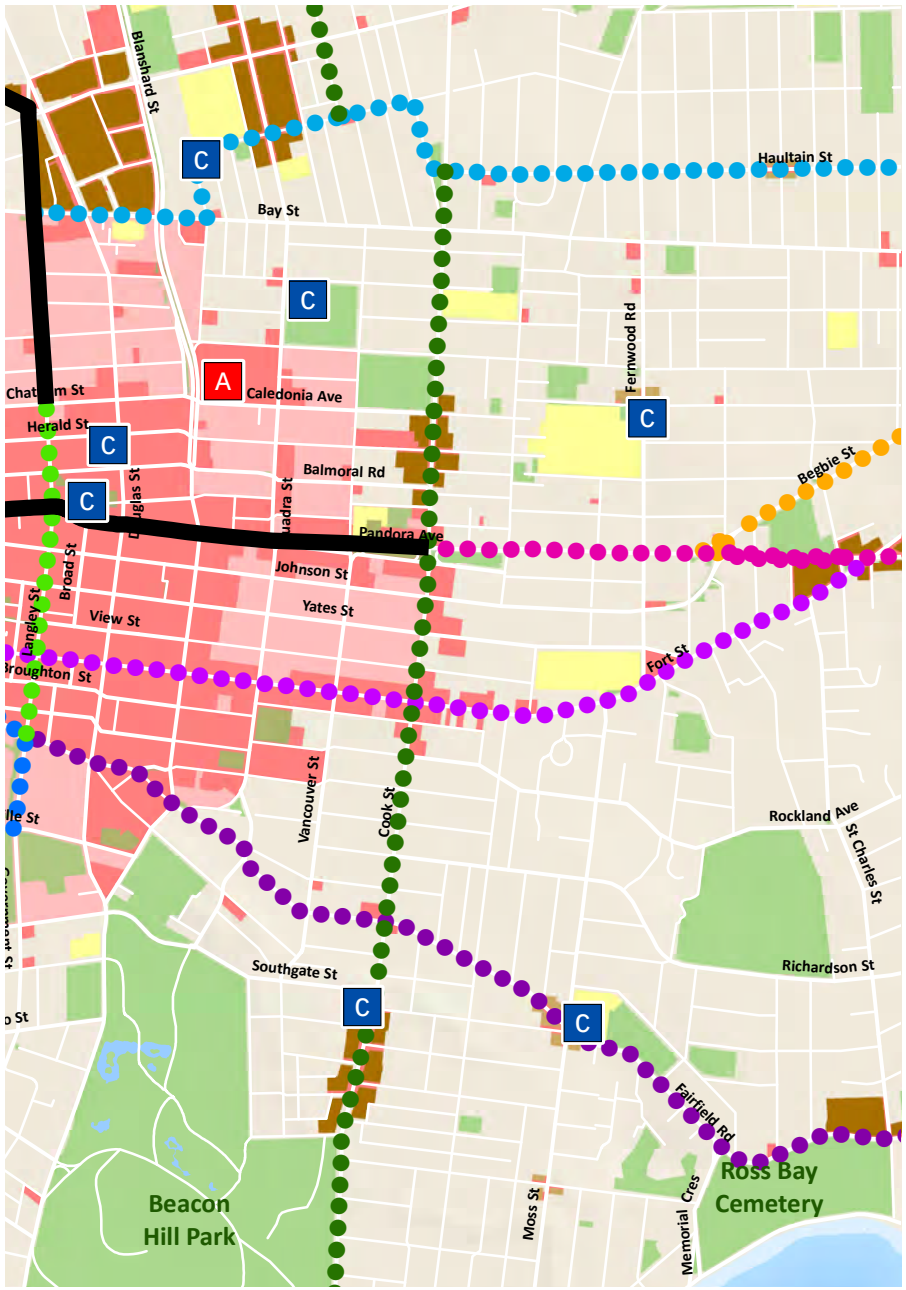
Note 1: Though Government Street is identified as a priority corridor, there was interest in the longer term development of Douglas St for high quality cycling facilities. As Victoria's main street and where the locals shop, it was seen as a key in the re-development of downtown. This is supported by the Downtown Business Association with the Douglas Street charrette. Still, this design would require significant partnership with BC Transit and therefore this corridor was identified a longer term project.

Note 2: As the Burnside Transportation Study is occurring concurrently to this study, the consulting teams will be working closely together to ensure consistency in the design of the facilities. As such, the Biketoria project will be providing detailed conceptual design for the portion of Government between Humboldt Street and Chatham Street (907m).

COOK STREET

Cook Street is a long corridor that reaches from the waterfront at Dallas Road to Haultain Street. The corridor passes through many key destinations, including Cook Street Village and North Park Village. Though it does not currently have cycling facilities on it, many people choose this route because of its destinations, directness and relatively flat topography for the majority of the corridor.

- Extent: Dallas Road to Haultain Street
- Length: 3.2 kilometres
- Road Network Classification: Arterial
- Road Width: North of Bay Street: 16-18m, Bay Street to Southgate: 14.6m, south of Southgate 15.1-15.3m
- On-Street Parking: Parking on both sides, except north of Bay
- Truck Route: Portion yes
- Transit Route: Yes (low frequency)
- Existing Bicycle Facilities: None
- Destinations: Clover Point, Beacon Hill Park, Cook Street Village, North Park Village, George Jay School, health centre
- Connections: Beacon Hill, Rockland, Pandora, Haultain/ Kings
- Advantages: Destination, directness and topography
- Challenges: Current parking
- Possible facilities: Protected bike lane

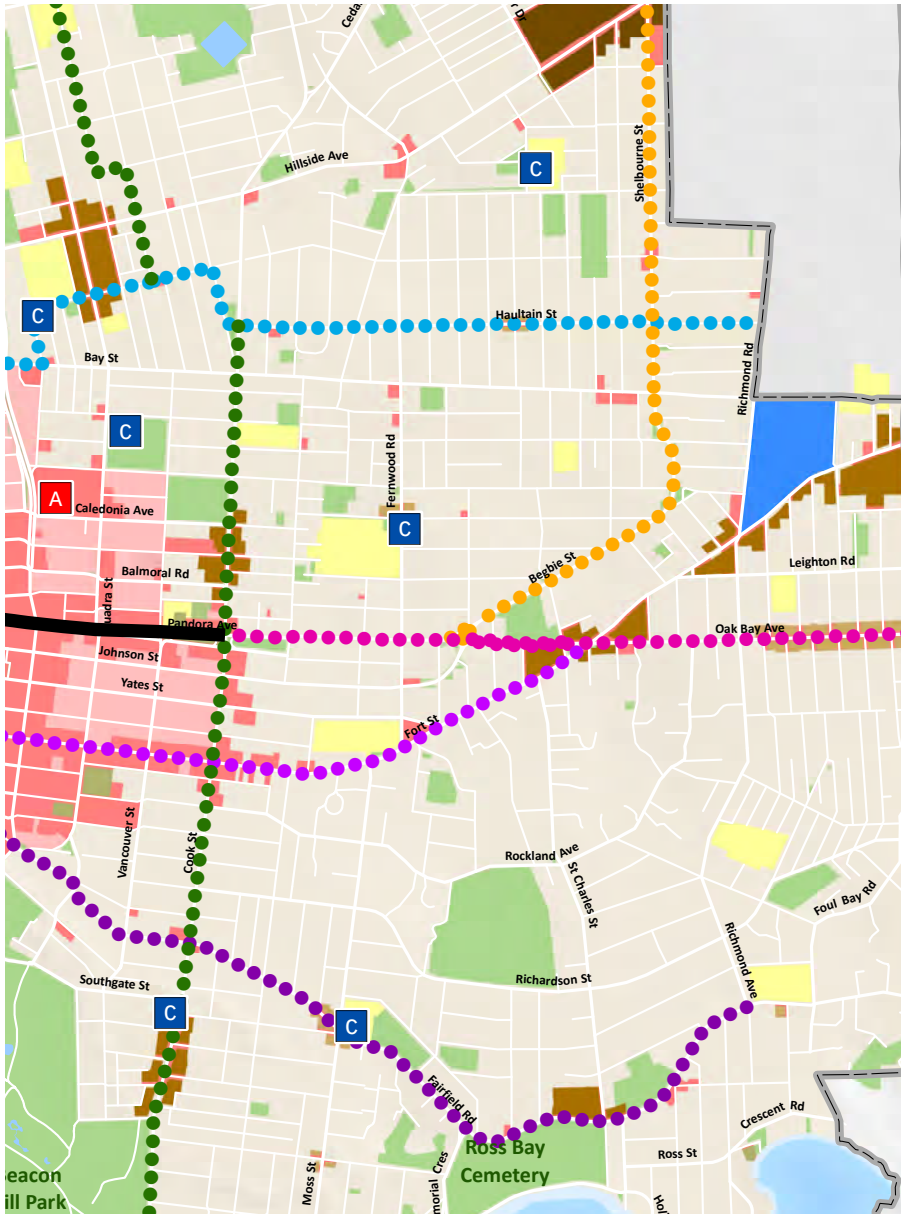


Note: Cook Street is the preferred route due to its destinations, directness and topography. Vancouver Street is a popular signed bike route that runs parallel to Cook Street. It offers a very different riding opportunity and is recognized for its high aesthetic value.

BEGBIE STREET/ SHELBOURNE STREET

This route provides access to Royal Jubilee Hospital, Hillside Mall and a key connection to the University of Victoria as regional facilities are developed. One portion of this route already has space designated for people on bikes with buffered bike lanes. Though the Shelbourne portion of this route provides a flat and direct access to Saanich, there are also parallel routes available along Scott St and Shakespeare St, the latter where the City has recently created a multi-use trail through the park. It is particularly recommended that the City pursue the development of Shelbourne St if the District of Saanich also bring forward plans to upgrade their portion of Shelbourne with high quality cycling facilities.

- Extent: Fort Street to North Dairy Road
- Length: 2.8 kilometres
- Road Network Classification: Secondary arterial
- Road Width: Typical width of 11.58 metres (wider south of Haultain ~14.0m)
- On-Street Parking: Both sides
- Truck Route: Yes
- Transit Route: Yes (high frequency)
- Existing Bicycle Facilities: Portion with buffered bike lane
- Destinations: Stadacona Park, Royal Jubilee Hospital, Hillside Mall
- Connections: Pandora, Haultain, future cycling facilities to UVic
- Advantages: Shelbourne is flat and direct and connects to Saanich's planning work for Shelbourne

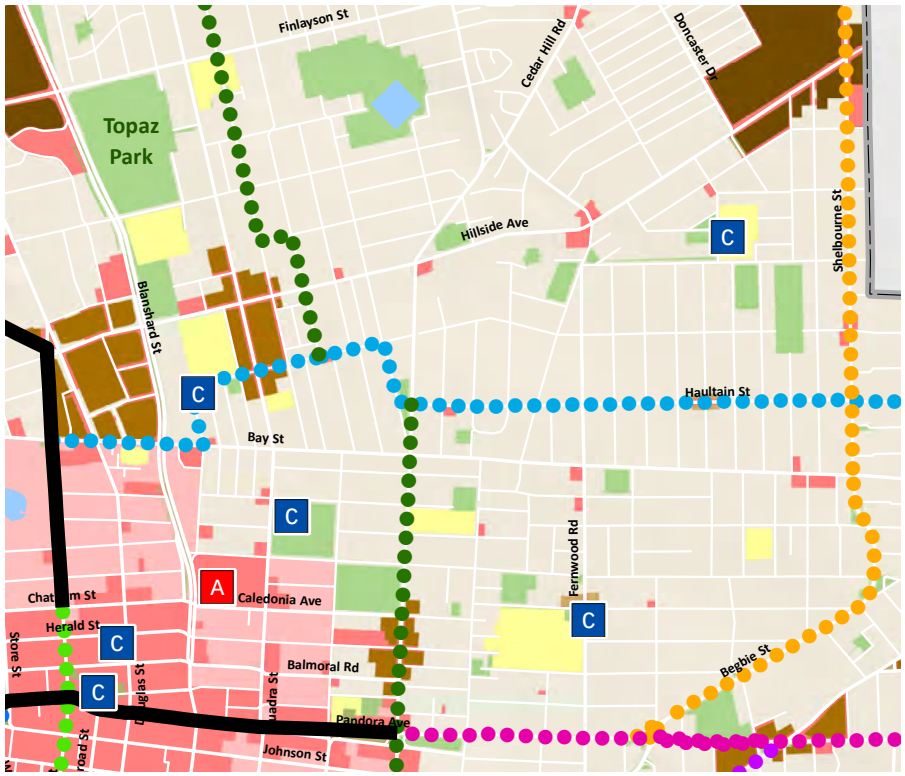


- Challenges: Transit, narrow road width
- Possible facilities: Protected bike lane

HAULTAIN STREET / KINGS ROAD

Haultain Street is a very popular east-west route that is enjoyed by recreational cyclists, commuters and families. It provides access to the Royal Jubilee Hospital and Oak Bay to the east and Quadra Village and Quadra Community Centre to the west. With minimal interventions along the majority of the corridor, it can become an All Ages and Abilities facility.

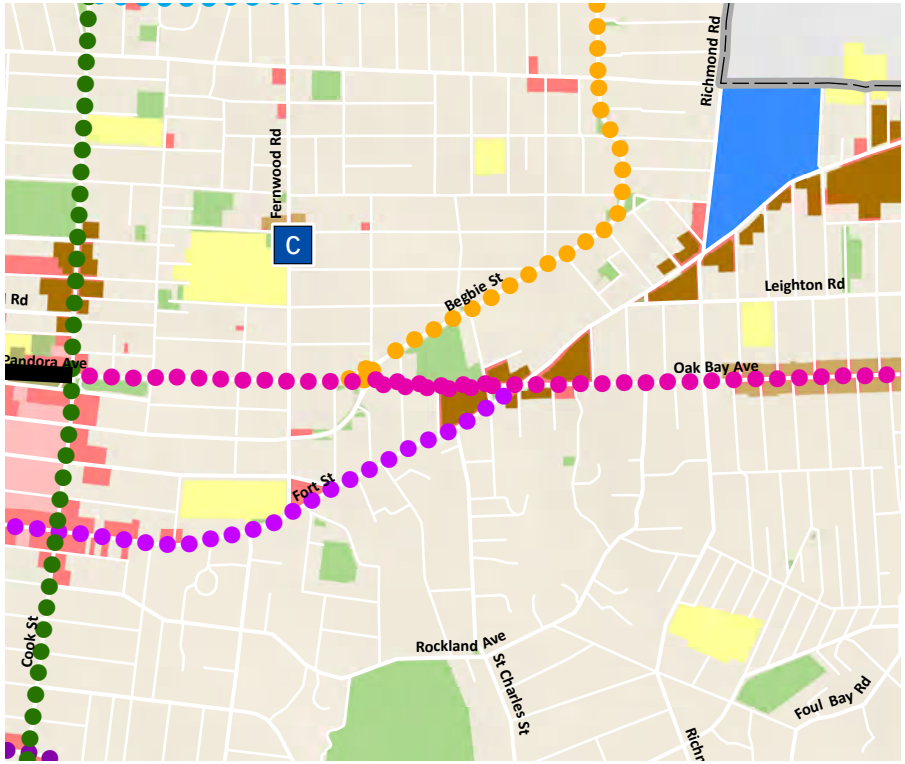
- Extent: Richmond Road to Dowler Place
- Length: 2.7 kilometres
- Road Network Classification: Secondary Collector
- Road Width: 11.0m
- On-Street Parking: Parking on both sides
- Truck Route: No
- Transit Route: Yes (low frequency)
- Existing Bicycle Facilities: Designated bikeway
- Destinations: Royal Jubilee Hospital, Haultain Corners, Quadra village, Quadra Community Centre
- Connections: Shelbourne, Vancouver/Cook, access to Oak Bay
- Advantages: Aesthetics, topography (majority is flat), popular cycling route
- Challenges: Bus route, connection between Haultain and Kings, section of Bay to connect to Government
- Possible facilities: Majority as neighbourhood bikeway, except section on Bay St with protected bike lanes



PANDORA AVENUE / OAK BAY

The construction of the protected bike lane on Pandora Ave between Store St and Cook St presents the perfect opportunity to extend the facility east to the Oak Bay border. This corridor would then provide access to Royal Jubilee Hospital, retail business on Oak Bay Ave and Oak Bay itself.

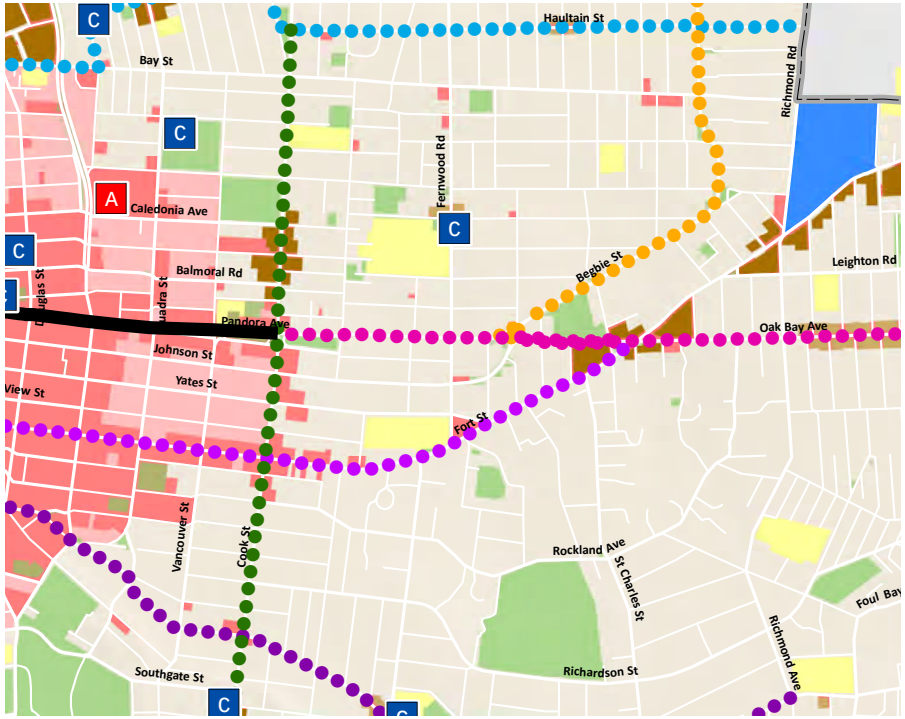
- Extent: Cook Street to Foul Bay Road
- Length: 2.3 kilometres
- Road Network Classification:
- Road Width: 10.9-16.4m
- On-Street Parking: Varies
- Truck Route: Portion yes
- Transit Route: Yes (high frequency)
- Existing Bicycle Facilities: Portion with buffered bike lanes
- Destinations: Stadacona Centre, Stadacona Park, Royal Jubilee Hospiral, commercial retail on Oak Bay Ave
- Connections: Pandora, Begbie Street, Fort Street
- Advantages: Connect to new facility being constructed, connection to Oak Bay retail commercial
- Challenges: Bus route, challenging intersection at Begbie/ Johnson at Pandora
- Possible facilities: protected bike lane (1 and/or 2-way)



FORT STREET

Based on the design approach of providing a tighter grid of facilities in the downtown, Fort Street is recommended as part of the 2018 Priority Network. It is a busy retail street that would benefit from enhanced cycling facilities. Key destinations along this east-west route are the waterfront, Central Middle School, Stadacona Centre and the Royal Jubilee Hospital. At the Oak Bay border this route connects to Cadboro Bay Road, a designated cycling facility.

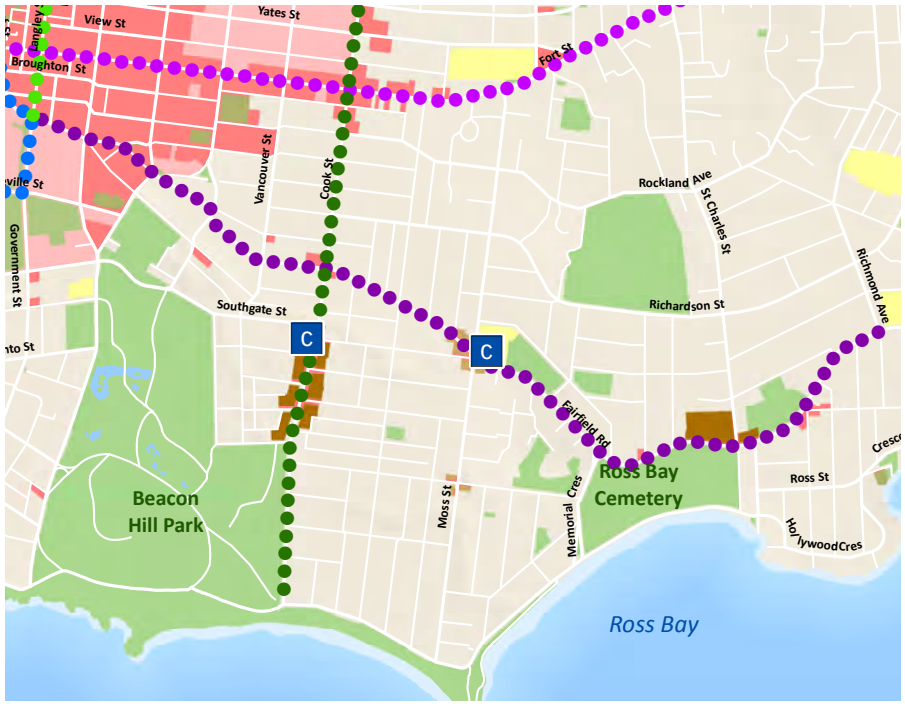
- Extent: Wharf Street to Pandora Avenue
- Length: 2.5 km
- Road Network Classification: One-way Downtown Core, Arterial
- Road Width: 12.1-17.6m
- On-Street Parking: Majority parking both sides
- Truck Route: Yes
- Transit Route: Yes (high frequency)
- Existing Bicycle Facilities: Bike lane
- Destinations: Downtown, Central Middle School, Victoria Art Gallery, Stadacona Centre, Royal Jubilee Hospital
- Connections: Wharf St, Vancouver/Cook, Pandora/Oak Bay
- Advantages: Current bike lane, supportive businesses
- Challenges: Road width north of Harrison Rd
- Possible facilities: Protected bike lane (1 and/or 2-way)



FAIRFIELD ROAD

Fairfield Rd provides important access to the Fairfield neighbourhood and enables people to travel downtown to Oak Bay efficiently. Fairfield Rd also provides access to key destinations, such as Sir James Douglas and Margaret Jenkins schools and Fairfield Plaza. It has some varied topography and residential parking. Alternatively, Richardson St has relatively flat topography and it already a popular route for people riding bikes.

- Extent: Government Street to Richmond Avenue
- Length: 3.4 kilometers
- Road Network Classification: Collector
- Road Width: 9.1-11.5m
- On-Street Parking: Majority parking both sides
- Truck Route: Portion yes
- Transit Route: Yes (low frequency)
- Existing Bicycle Facilities: None
- Destinations: Sir James Douglas Elementary, Fairfield Gonzales Community Centre, Fairfield Plaza, Margaret Jenkins Elementary
- Connections: Wharf Street, Government Street, Cook Street.
- Advantages: Directness, access to school and business destinations
- Challenges: Parking
- Possible facilities: Protected bike lane

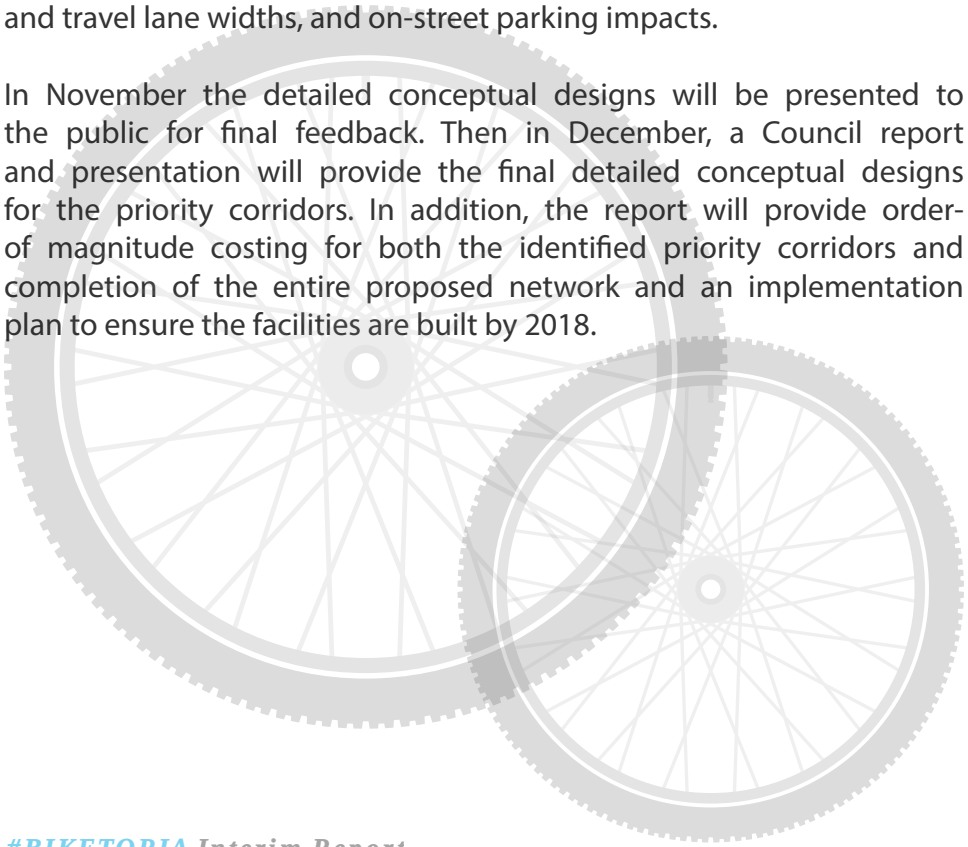


7.0 >> NEXT STEPS

Based on feedback received from Council, these priority corridors will be presented to the public for feedback. Shortly, the #BIKETORIA Summit will be held, with a public lecture and on-location consultation on the priority corridors. As well, pop-up demonstration streets will be created. Through October and November, we will continue to meet with City of Victoria staff members and the Technical Advisory Committee.

With the confirmation of priority corridors and preferred facilities, detailed concept designs will be completed for each of the priority corridors. The detailed conceptual designs will include plan-view images that are drawn to scale and show a level of detail provides certainty that they can be built. Detailed conceptual designs will include considerations such as right-of-way width, utility locations and requirements, preservation of trees and boulevards, sidewalk and travel lane widths, and on-street parking impacts.

In November the detailed conceptual designs will be presented to the public for final feedback. Then in December, a Council report and presentation will provide the final detailed conceptual designs for the priority corridors. In addition, the report will provide order-of magnitude costing for both the identified priority corridors and completion of the entire proposed network and an implementation plan to ensure the facilities are built by 2018.



APPENDIX A

Favoured Existing Routes

The most favoured cycling routes as captured through the survey, information stations workshops include:

- Galloping Goose Trail
- Moss Street (from Fort Street to Dallas Rd)
- Dallas Rd (from Simcoe Street to Foul Bay Rd)
- Vancouver Street (from Bay Street to Park Blvd)
- Haultain Street (from Cook Street to Richmond Rd)

Even though these routes were mentioned as highly favoured, recommendations for improvements were still provided, including:

- More integration of traffic calming measures to reduce vehicle volume and speed.
- Better connections to key destinations along the route.
- More focus on making the route aesthetically pleasing.
- Closing gaps to create longer, continuous routes.

Routes Recommended for Improvement

Improvements for the entire region were provided throughout engagement. The scope of the project focuses solely on the Victoria; therefore, only segments of routes within the city's borders have been identified.

The routes most frequently mentioned as requiring improvements as captured through the survey, information stations and workshops include:

Bay St (from Tyee Rd to Richmond Rd)	• Bike lane ends near Blanshard St • Bay St & Graham St intersection
Blanshard St (View St to Tolmie Ave)	• Large volume of parked cars • High volume
Cook St (from Maplewood Rd –double check to Park Blvd) Most commonly mentioned segment: Cook St & Bay St to Cook St & Park Bvld	• Better signage needed • High volume • Narrow lanes • Congestion in village • No separation
Dallas Rd (from Fairfield Rd to Simcoe St)	• Tour buses and traffic • Not great infrastructure for recreational cyclists
Douglas Street (from Belleville St to Tolmie Ave)	• Incursion of cars into bike/bus lane • No dedicated space for bikes • Parked cars
Fort Street (Wharf St to Foul Bay Rd)	• Narrow lanes with no space for bikes • No physical separation • High volume
Johnson Street (Wharf St to Fernwood Rd)	• High volume • Poor yields to cyclist • Difficulty to access bridge • Surface texture • Merging issues • Limited visibility • Wharf St intersection, bike box not understood
Johnson Street Bridge	• Unsafe at turn northbound onto the Johnson St. bridge • Often cars parked in the bike box at the East end of the bridge • "Squished" on Johnson St bridge – Cars pushing into cyclist space

Pandora Ave (from Store St to Harrison St)	• No physical separation • Bike lane ends
Shelbourne St (from Pemroke St to North Dairy Rd) Most commonly mentioned segment: Shelbourne St & Bay St to Shelbourne St & North Dairy Road	• No physical separation • High volume • Right turn onto Hillside • Poor pavement • No space for bikes • Bike lane ends
Vancouver St (from Bay St to Park Blvd) Most commonly identified problem areas: Vancouver St & Bay St – intersection Vancouuver St & Southgate St to Vancouver St & Kings St	• Too many stop signs • Narrow • High volume • On-street parking • Poor signal coordination (coordinated for E-W) • No lane/no physical separation • Princess intersection, high volume for bike route, on-street parking • Caledonia intersection, disrespect for turn restrictions, Bay St intersection
Douglas St (from Belleville St to Tolmie Ave)	• High volume • Bus-bike conflict • No space for cyclist • Douglas & Gorge intersection • Incursion of cars into bike/bus lane
Wharf St (from Government St to Johsnon St)	• On-street parking • No room for bikes • Slow tourist traffic • No physical separation
Hillside Ave (from Douglas St to Shelbourne St)	• High speed • High volume • No physical separation
Government St (from Dallas Rd to Yates St)	• No physical separation • Challenging left turn from Belleville onto Government • Tour buses/taxi/pedicab parking conflict
E&N Trail	• Needs completion

APPENDIX B >>

DRAFT

Bicycle Network and Priority List

VICTORIA

Minimum Grid Corridor Analysis

alta PLANNING + DESIGN
Gehl Architects
880 cities
URBAN systems

The City of Victoria is committed to becoming a national leader in cycling infrastructure and Complete Streets and to completing a multi-modal and active transportation network by 2018. This commitment builds on the work the City has already completed on Phase 1 of the Bicycle Master Plan and extensive public consultation to prepare the 2014 Bicycle Network and identify priority projects.

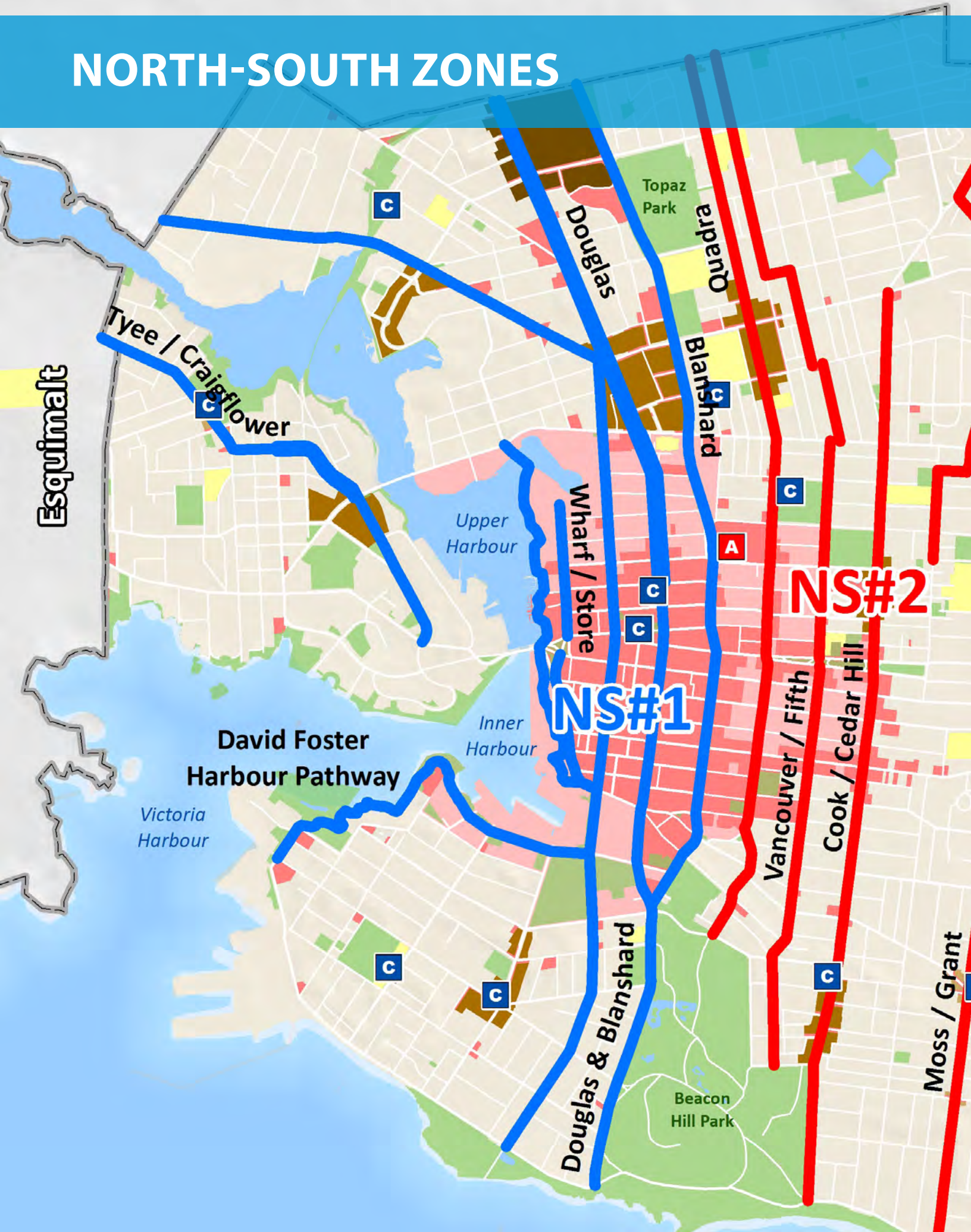
To assist with meeting the Council's commitment, the City has hired a partnership of leading edge active transportation planning and engineering companies: Urban Systems, Gehl Architects and Studios, 8 80 Cities and Alta Planning + Design.

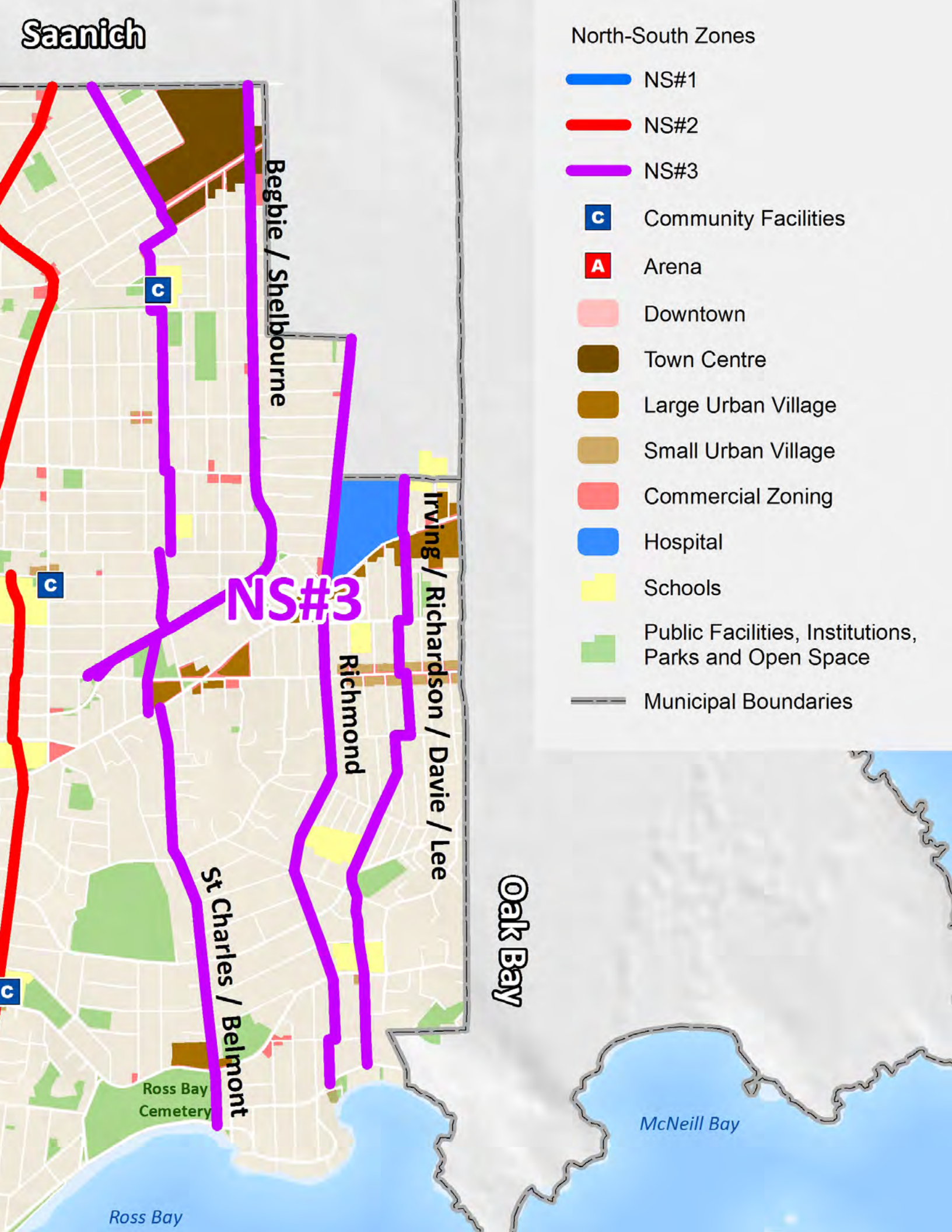
This workbook provides base information on Victoria corridors for consideration as part of a minimum grid of high-quality 'All Ages and Abilities' cycling facilities. The City is split into seven zones (three north-south zones and four east-west zones). Within each zones, three to five potential corridors have been identified. Through detailed analysis, review of previous public engagement input and bicycle planning best practice, one or more recommended corridors in each zone will be identified.

This corridor-by-corridor review, complemented by a city-wide GIS analysis, will provide valuable information that will inform the development of an enhanced bicycle network.

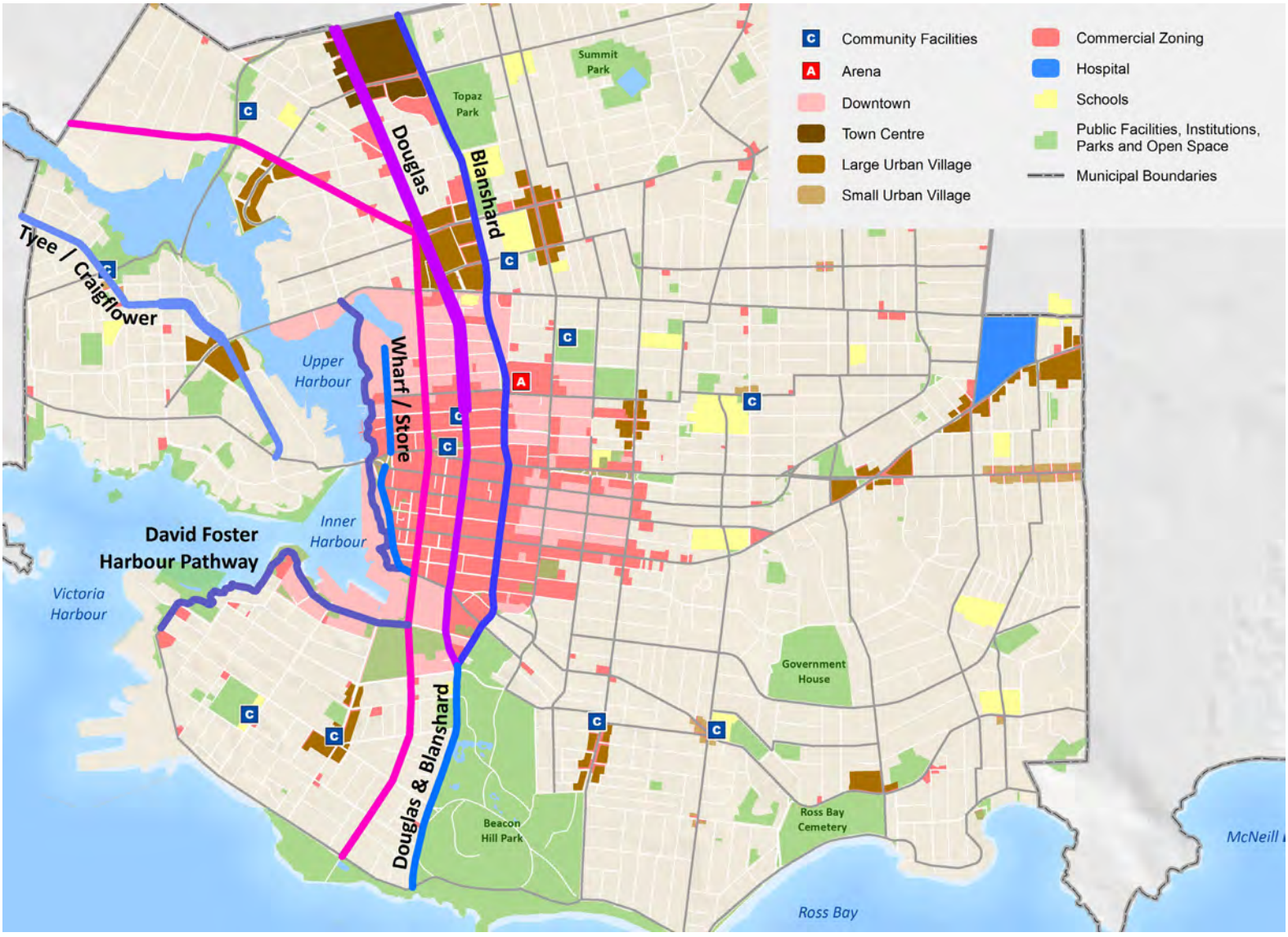
2014 Network, AAA Network and Priority Projects + 2014 Public Engagement + Council's 2015 Strategic Plan + Additional Network Analysis + World Class Cycling Expertise + Stakeholder + Public Engagement = Enhanced Bicycle Network

NORTH-SOUTH ZONES




Saanich
North-South Zones
NS#1
NS#2
NS#3
Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Begbie / Shelbourne
Irving / Richardson / Davie / Lee
Richmond
St Charles / Belmont
NS#3
Oak Bay
Ross Bay Cemetery
Ross Bay
McNeill Bay

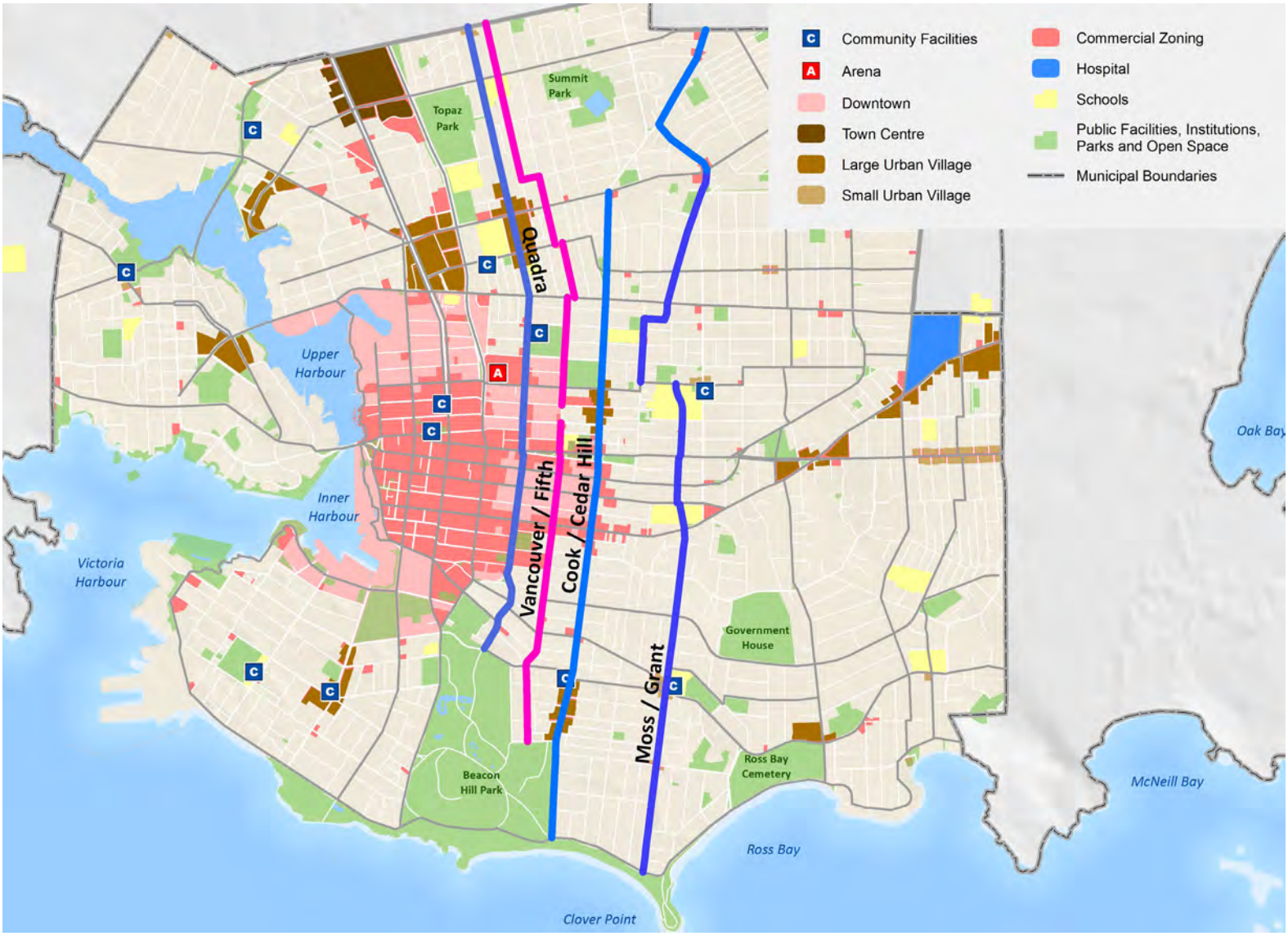
NS #1


Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Summit Park
Topaz Park
Douglas
Blanshard
Tyee / Craigflower
Upper Harbour
Wharf / Store
Inner Harbour
David Foster Harbour Pathway
Victoria Harbour
Douglas & Blanshard
Government House
Beacon Hill Park
Ross Bay Cemetery
Ross Bay
McNeill

	Variable	A: Tyee / Craigflower	B: DFHP	C: Wharf / Store	D: Gov't / Gorge	E: Douglas	F: Blanshard
ROAD	To	Arm	Bay	Pembroke	Harriet	Tolmie	Tolmie
	From	Esquimalt	Simcoe	Government	Dallas	Dallas	Dallas
	Length (m)	2,329	3,312	1,122	5,084	6,551	4,581
	Road Classification	Collector	Trail/Local/ Collector	Downtown Core	Arterial/ Downtown Core/ Secondary Arterial	Arterial/ Downtown Core/ Secondary Arterial	Arterial/Seconday arterial
	One way / Two way	One way/two way	Two way	Two way	Two way	Majority two way	Two way
	Speed (km/h)	50 or 30	Majority 50	50	50 or 30	50	50
	Width (m)	11.5-13.7	9.7-13.1	12.2-13.3	7.6-20.1	11.2-20.8	8.8-27.7
	Lanes	2	Majority 2	2	2-4	2-4	2-6
	Parking	Majority unrestricted parking	No stopping, metered, time limited parking	No stopping, metered, time limited parking	No stopping, Metered, Time limited	No stopping, Metered, Time limited	Majority no stopping
MULTI-MODAL	Truck Route	Yes	Half yes	Yes	Majority yes	Majority yes	Yes
	Greenway	Majority no	Yes	No	Majority yes	Majority no	Majority no
BICYCLE	Current Infrastructure	Bicycle Lane some Buffered Bicycle Lane	Half Signed Bikeway	Majority Signed Bikeway	Half Bicycle Lane	Bus/Bicycle Lane; Bicycle Lane	Half Bicycle Lane
	Level of Comfort	Moderate	Half moderate	Half moderate	Moderate	Moderate	High/moderate
	2014 Network	Yes	Yes	Yes	Yes	Yes	Yes
	2014 AAA Network	No	Yes	No	No stopping, Metered, Time limited	No	No
	2015-19 Priority Project	No	No	Yes	No	No	No
	GVCC Network	Majority yes	Majority yes	Majority yes	Majority yes	Majority no	Yes
	Regional Connections	Yes	Yes	Yes	Majority yes		Yes
	Neighbourhoods	Vic West	Burnside, Downtown, James Bay	Downtown	Burnside, Downtown, James Bay	Burnside, Downtown, James Bay	Hillside/Quadra, Burnside, North Park, Downtown, James Bay

Note: This draft analysis will be further enhanced to include information on transit service (current and planned), land use (including commercial and community amenities) and other information of interest to the City.

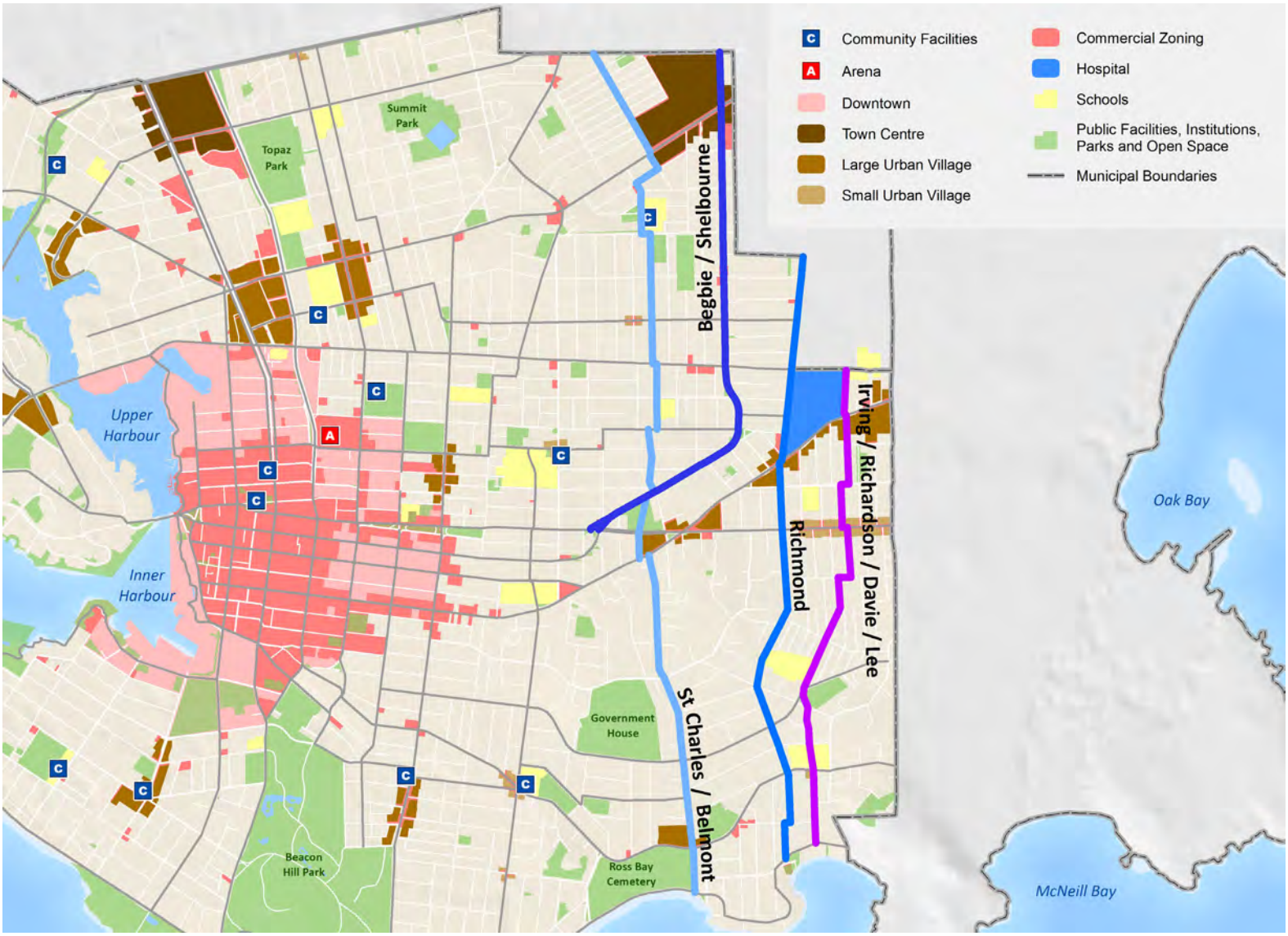
NS #2


Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Summit Park
Topaz Park
Quadra
Vancouver / Fifth
Cook / Cedar Hill
Moss / Grant
Upper Harbour
Inner Harbour
Victoria Harbour
Government House
Beacon Hill Park
Ross Bay Cemetery
Ross Bay
McNeill Bay
Oak Bay
Clover Point

	Variable	A: Quadra	B: Vancouver/Fifth	C: Cook/Cedar Hill	D: Moss/Grant
ROAD	To	Tolmie	Tolmie	Hillside	Cedar Hill
	From	Southgate	Park	Dallas	Dallas
	Length (m)	3,583	4,101	4,611	4,116
	Road Classification	Arterial/Secondary Arterial	Local/Collector	Collector/Arterial/ Secondary Arterial	Local/Secondary Collector
	One way / Two way	Two Way	Two Way	Two Way	Two way
	Speed (km/h)	"Majority 50; some 40"	50	"Majority 50; some 30"	50
	Width (m)	10.6 to 15.8	7.6 to 13.4	10.3 to 18.2	6.1 to 12.1
	Lanes	2 to 4	2	2 to 4	2
	Parking	Mostly no stopping - no stopping time limited, metered, time limited parking	No stopping, no stopping time restricted, residential parking only, metered, time limited parking	No stopping, no stopping time limited, residential parking only, time limited parking, unrestricted parking	No stopping, residential parking only, time limited parking, unrestricted parking
MULTI-MODAL	Truck Route	Majority no	No	No	No
	Greenway	No	Majority yes	Yes and no	Majority yes
BICYCLE	Current Infrastructure	None	Majority Signed Bikeway	Partial - Bicycle Lane (Cedar Hill Road)	None
	Level of Comfort	NA	Moderate to high	Mostly moderate	Moderate to high
	2014 Network	No	Yes	Ceder Hill Road - Yes	Yes
	2014 AAA Network	No	Yes	No	No
	2015-19 Priority Project	No	Yes	No	No
	GVCC Network	No	Yes	Yes	Portion yes
	Regional Connections	No	Yes	No	No
	Neighbourhoods	Hillside/Quadra, Fairfield, North Park, Harris Green	Harris Green, Hillside/Quadra, Fairfield, North Park	Fairfield, Oaklands, Fernwood, Hillside/ Quadra, North Park	Fernwood, Fairfield, Rockland, Oaklands

Note: This draft analysis will be further enhanced to include information on transit service (current and planned), land use (including commercial and community amenities) and other information of interest to the City.

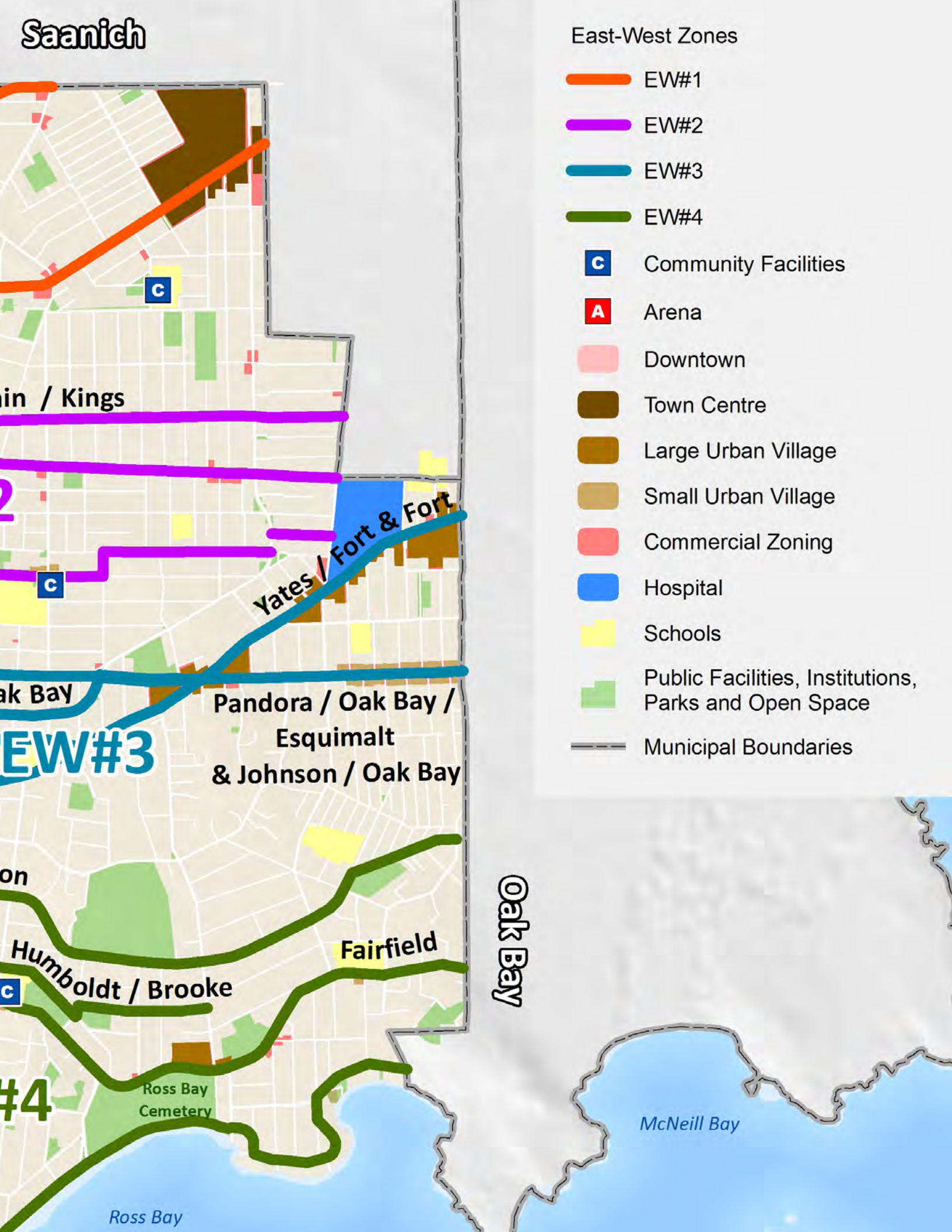
NS #2


Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Summit Park
Topaz Park
Upper Harbour
Inner Harbour
Government House
Beacon Hill Park
Ross Bay Cemetery
Oak Bay
McNeill Bay
Begbie / Shelbourne
Richmond
Irving / Richardson / Davie / Lee
St Charles / Belmont

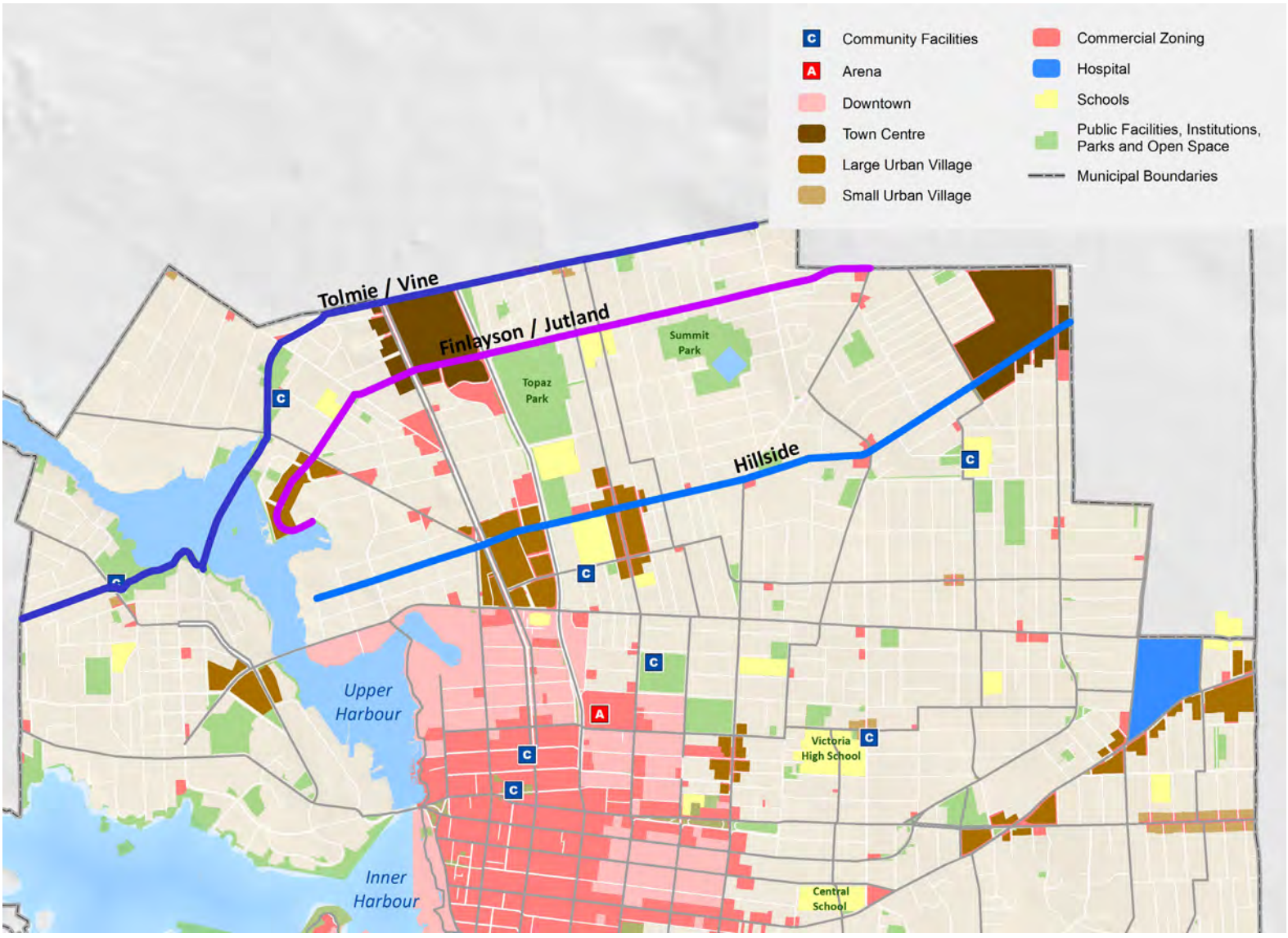
	Variable	A: St Charles/Belmont	B: Begbie/Shelbourne	C: Richmond	D: Irving/Richardson/ Davie/Lee
ROAD	To	North Dairy	North Dairy	Newton	Adanac
	From	Dallas	Bay	Crescent	Crescent
	Length (m)	4,445	2,917	3,113	2,531
	Road Classification	Local/Secondary Collector/Off Street	Secondary Arterial	Arterial/Secondary Arterial/Secondary Collector/Local	Local/Collector
	One way / Two way	Two Way	Two Way	Two Way	Two Way
	Speed (km/h)	50	50	50	50
	Width (m)	7.1 to 12.1	7.1 to 17.6	6.4 to 14.3	4.2 to 9.1
	Lanes	2	1 to 4	2	2
	Parking	No stopping, residential parking only, time limited parking, unrestricted	No stopping, residential parking only, time limited parking, unrestricted	No stopping, time limited parking, residential parking only	No stopping, residential parking only, time limited parking, unrestricted
MULTI-MODAL	Truck Route	No	No	No	No
	Greenway	Majority yes	No	No	Yes
BICYCLE	Current Infrastructure	None - Expect Bike Lane on Doncaster Dr	Majority Buffered Bicycle Lane/ Bicycle Lane	Portion - Bike Lane	None
	Level of Comfort	Moderate	Moderate/High	Moderate	NA
	2014 Network	Yes	Yes	Yes	Yes
	2014 AAA Network	Majority yes	No	No	Yes
	2015-19 Priority Project	Yes	No	No	Yes
	GVCC Network	Majority yes	Yes	Majority yes	Majority no
	Regional Connections	No	Yes	Majority yes	No
	Neighbourhoods	Oaklands, Gonzales, Fernwood, Rockland	Oaklands, Noth Jubilee, Fernwood	North Jubilee, South Jubilee, Rockland, Gonzales	Gonzales, South Jubliee, North Jubliee

Note: This draft analysis will be further enhanced to include information on transit service (current and planned), land use (including commercial and community amenities) and other information of interest to the City.

EAST-WEST ZONES


Saanich
East-West Zones
EW#1
EW#2
EW#3
EW#4
C
Community Facilities
A
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
in / Kings
Yates / Fort & Fort
ak Bay
EW#3
Pandora / Oak Bay / Esquimalt & Johnson / Oak Bay
on
Humboldt / Brooke
Fairfield
#4
Ross Bay Cemetery
Oak Bay
McNeill Bay
Ross Bay

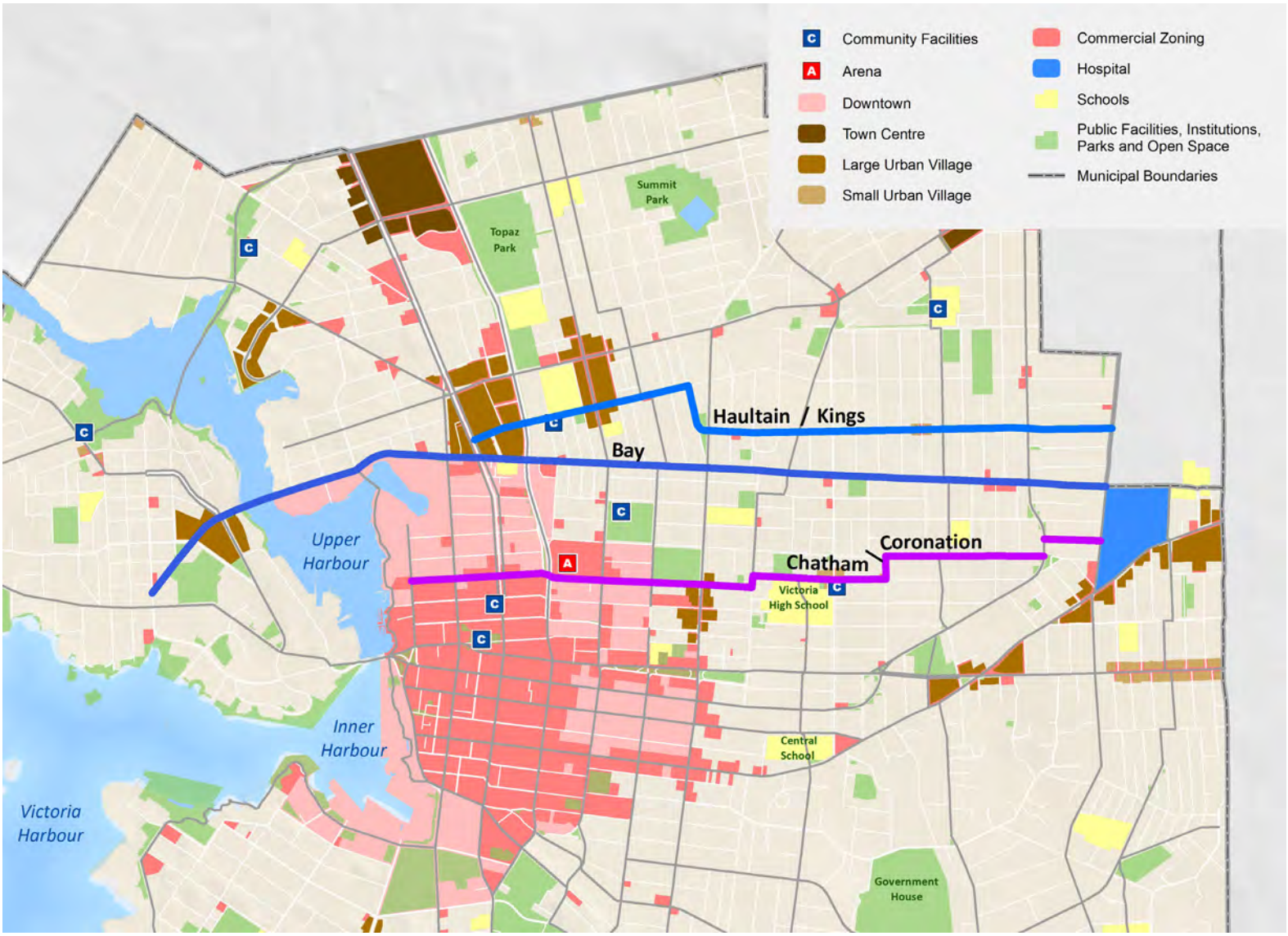
EW #1


Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Tolmie / Vine
Finlayson / Jutland
Hillside
Summit Park
Topaz Park
Upper Harbour
Inner Harbour
Victoria High School
Central School

	Variable	A: Finlayson/Jutland	B: Hillside	C: Tolmie/Vine
ROAD	To	Cedar Hill	Kingsley	Cook
	From	Gorge Road	Pleasant	Dominion
	Length (m)	2,845	3,477	4,064
	Road Classification	Secondary Arterial/ Arterial/Local	Arterial/Local	Off-street/Local/ Collector/Secondary Collector
	One way / Two way	Two Way	Two Way	Majority One way
	Speed (km/h)	50	50	50
	Width (m)	9.1 to 23.7	9.1 to 21.9	7.6 to 12.8
	Lanes	2	2 to 4	2
	Parking	No stopping, time limited parking, unrestricted parking	No parking, time limited parking, unrestricted parking	No stopping/ unrestricted
MULTI-MODAL	Truck Route	No	Yes	No
	Greenway	Yes	No	No
BICYCLE	Current Infrastructure	Bicycle Lane	Bikeway on a portion	Multi-Use Trail (segment)
	Level of Comfort	Moderate to High	Moderate to Low	Majority High
	2014 Network	Yes	Portion yes	Majority yes
	2014 AAA Network	No	No	Majority yes
	2015-19 Priority Project	No	No	No
	GVCC Network	Yes	Yes	No
	Regional Connections	Yes	Yes	No
	Neighbourhoods	Oaklands, Hillside/ Quadra/Burnside	Oaklands/ Hillside/Quadra/ Burnside	Oaklands, Hillside/ Quadra/Burnside/ Victoria West

Note: This draft analysis will be further enhanced to include information on transit service (current and planned), land use (including commercial and community amenities) and other information of interest to the City.

EW #2


Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Summit Park
Topaz Park
Haultain / Kings
Bay
Coronation
Chatham
Victoria High School
Central School
Government House
Upper Harbour
Inner Harbour
Victoria Harbour

	Variable	A: Haultain/Kings	B: Bay	C: Chatham/Coronation
ROAD	To	Richmond	Richmond	Richmond
	From	Douglas	Catherine	Store
	Length (m)	2,954	4,295	3,109
	Road Classification	Secondary Collector/ Local/Off Street	Arterial/Secondary Arterial	Local/Collector
	One way / Two way	Two Way	Majority Two Way	Two Way
	Speed (km/h)	50	50	50
	Width (m)	5.4 to 9.4	9.4 to 17.6	6.4 to 10.9
	Lanes	2	2 to 4	2
	Parking	No stopping, time limited parking, unrestricted parking	No stopping, residential parking only, time limited parking, unrestricted parking	No stopping, residential parking only, time limited parking, unrestricted parking
MULTI-MODAL	Truck Route	No	Portion Yes	No
	Greenway	Yes	Majority No	Yes
BICYCLE	Current Infrastructure	None	Portion - Bicycle Lane	None
	Level of Comfort	High/Moderate	Portions - Moderate to Low	Moderate
	2014 Network	Yes	Yes	Yes
	2014 AAA Network	Yes	No	Majority yes
	2015-19 Priority Project	Yes	No	No
	GVCC Network	Portion yes	Yes	Majority no
	Regional Connections	Portion yes	Yes	No
	Neighbourhoods	North Jubilee, Oaklands, Hillside/Quadra, Burnside, Fernwood	Burnside, Fernwood, Hillside/ Quadra, North Jubilee, Victoria West	North Jubilee, Fernwood, North Park, Downtown

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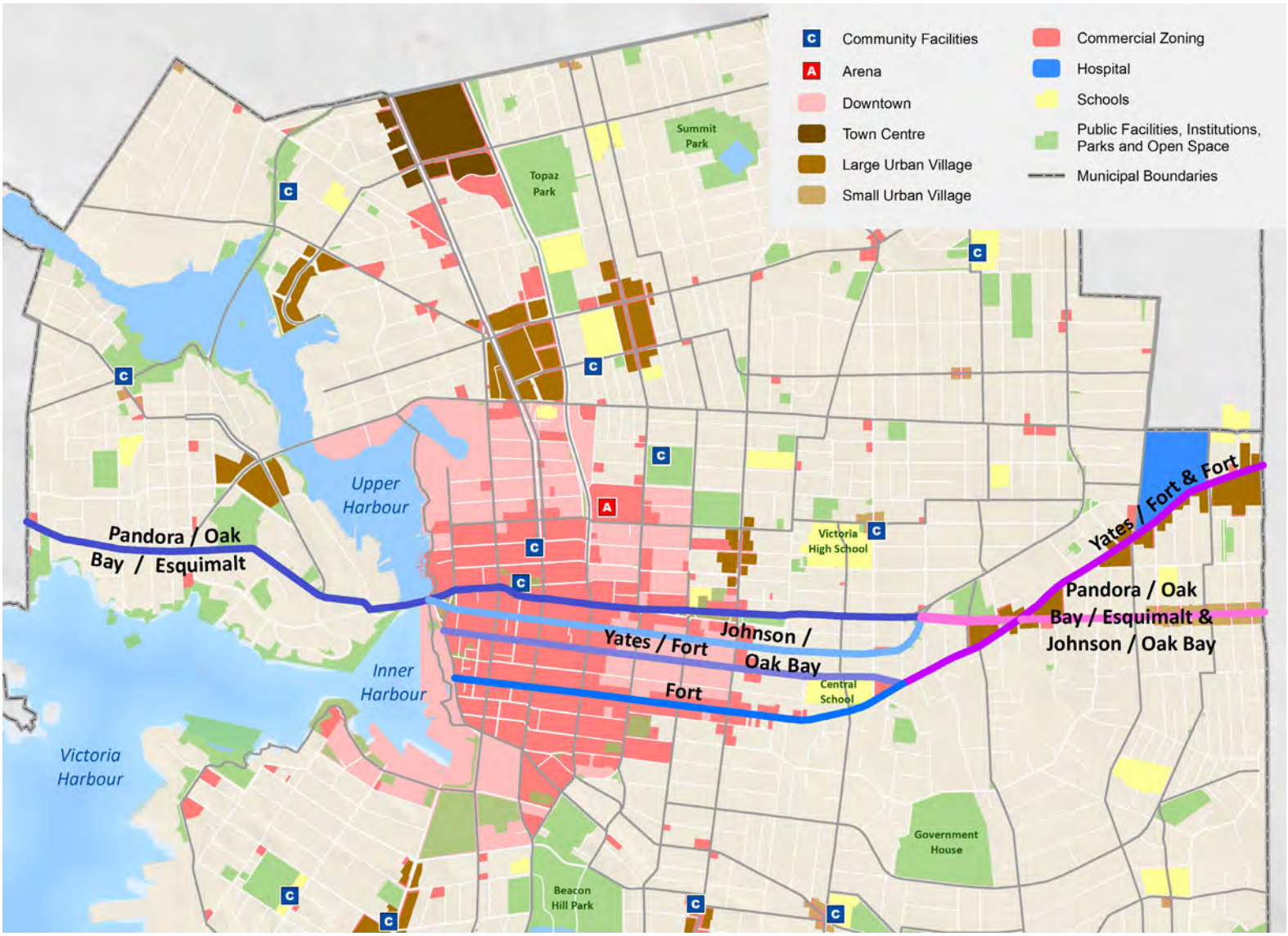
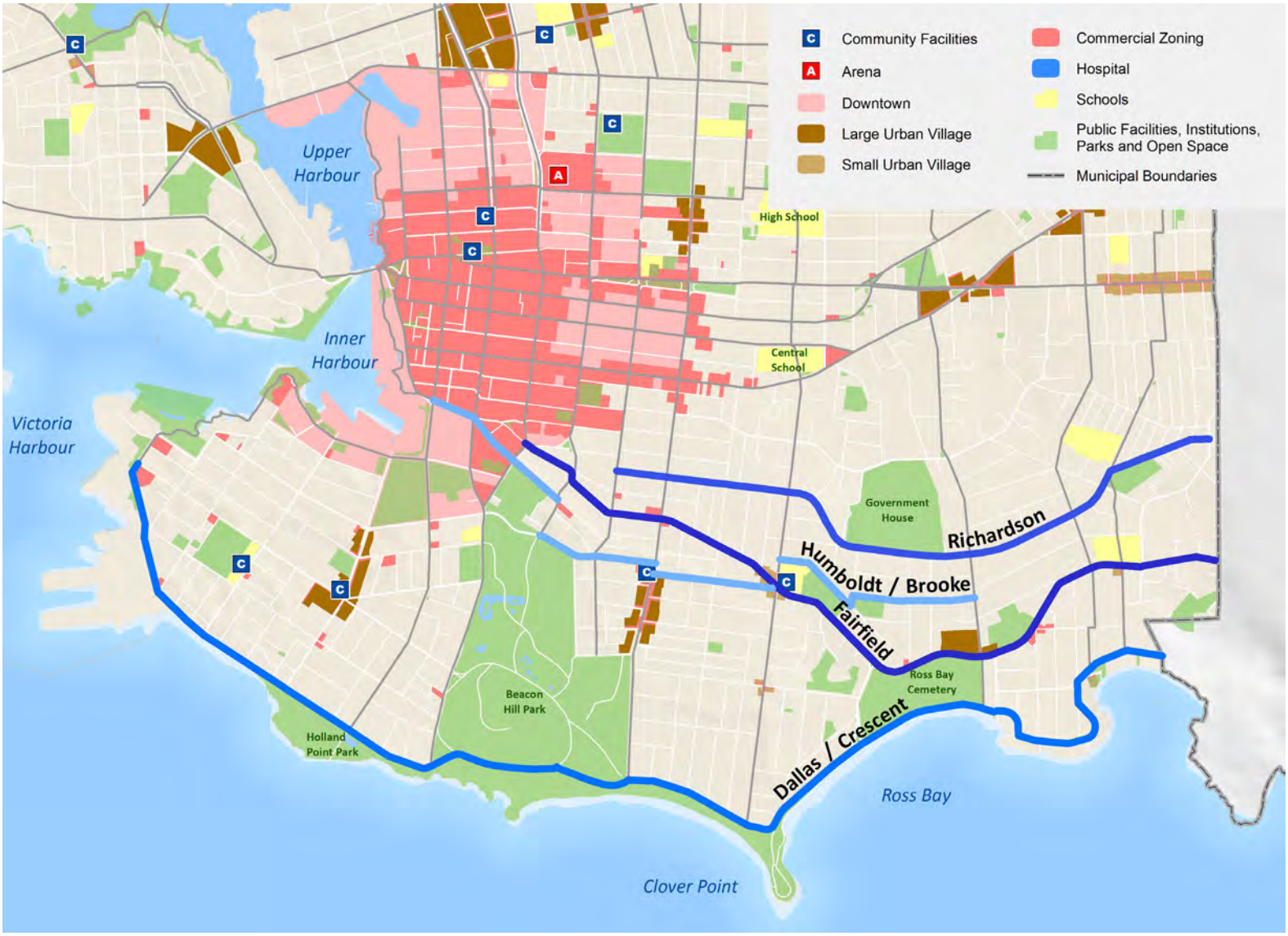
EW #3


Community Facilities
Arena
Downtown
Town Centre
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Summit Park
Topaz Park
Upper Harbour
Inner Harbour
Victoria Harbour
Victoria High School
Central School
Government House
Beacon Hill Park
Pandora / Oak Bay / Esquimalt
Yates / Fort
Johnson / Oak Bay
Fort
Yates / Fort & Fort
Pandora / Oak Bay / Esquimalt & Johnson / Oak Bay

	Variable	A: Pandora/Oak Bay/ Esquimalt	B: Johnson/Oak Bay	C: Yates/Fort	D: Fort
ROAD	**To**	Foul Bay	Foul Bay	Foul Bay	Foul Bay
	From	Rothwell	Rothwell	Store	Store
	Length (m)	5,772	4,019	3,813	3,794
	Road Classification	Arterial, Secondary Arterial, Downtown Core	Secondary Arterial, Downtown Core	Arterial, Secondary Arterial, Downtown Core	Arterial, Secondary Arterial, Downtown Core
	One way / Two way	Mostly Two Way	Mostly Two Way	Two Way	Two Way
	Speed (km/h)	50	50	50	50
	Width (m)	10.9 to 16.4	10.6 to 16.1	12.8 to 20.7	12.1 to 17.6
	Lanes	2 to 4	2 to 4	2 to 4	3 to 4
	Parking	Mostly No stopping and time limited parking, metered,	Mostly time limited parking, no stopping, metered	Mostly No Stopping - Time limited parking, metered, unrestricted	Mostly No Stopping - Metered, time limited parking
MULTI-MODAL	**Truck Route**	Portion - Yes	Portion - Yes	Portion - Yes	Portion - Yes
	Greenway	No	No	No	No
BICYCLE	**Current Infrastructure**	Portion Bike lane and Buffered Bike Lane	Portion Bikle Lane and Buffered Bike Lane	Bike Lane	Bike Lane
	Level of Comfort	High/Moderate/Low	High/Moderate/Low	Moderate/Low	Moderate/Low
	2014 Network	No	Yes	Yes	Yes
	2014 AAA Network	Majority no	Majority no	No	No
	2015-19 Priority Project	Majority no	Majority no	No	No
	GVCC Network	Majority no	Majority no	Yes	Yes
	Regional Connections	Yes	Yes	Yes	Yes
	Neighbourhoods	Victoria West, Fernwood, North Park, Downtown, South Jubilee	Downtown, Fernwood, Harris Green, North Jubilee, South Jubilee	Downtown, Fernwood, Harris Green, North Jubilee, South Jubilee	Downtown, Fernwood, Harris Green, North Jubilee, South Jubilee

Note: This draft analysis will be further enhanced to include information on transit service (current and planned), land use (including commercial and community amenities) and other information of interest to the City.

EW #4


Community Facilities
Arena
Downtown
Large Urban Village
Small Urban Village
Commercial Zoning
Hospital
Schools
Public Facilities, Institutions, Parks and Open Space
Municipal Boundaries
Upper Harbour
Inner Harbour
Victoria Harbour
High School
Central School
Government House
Richardson
Humboldt / Brooke
Fairfield
Dallas / Crescent
Ross Bay Cemetery
Beacon Hill Park
Holland Point Park
Ross Bay
Clover Point

	Variable	A: Humboldt/Brooke	B: Richardson	C: Fairfield	D: Dallas/Cresent
ROAD	**To**	St. Charles	Foul Bay	Foul Bay	Foul Bay
	From	Government	Vancouver	Blanshard	Simcoe
	Length (m)	2,715	2,820	3,503	5,873
	Road Classification	Local, Secondary Arterial, Downtown Core	Secondary Collector	Collector	Collector, Secondary Arterial
	One way / Two way	Two way	Two Way	Two Way	Two Way
	Speed (km/h)	50	50	50	30 to 50
	Width (m)	7.3 to 12.1	8.8 to 11.5	9.1 to 11.5	8.5 to 11.5
	Lanes	2	2	2	2
	Parking	Metered, no stopping, residential parking only,	No stopping, residential parking only, unrestricted parking	Metred, no stopping, residential parking only, time limited parking, unrestricted parking	Mostly unrestricted - also no stopping, residential parking only, time limited parking
MULTI-MODAL	**Truck Route**	No	No	Portion yes	No
	Greenway	Portion yes	No	Majority yes	Yes
BICYCLE	**Current Infrastructure**	None	Signed Bikeway	Portion Signed Bikeway	Signed Bikeway
	Level of Comfort	Moderate/High	Moderate	Moderate	Moderate
	2014 Network	Yes	Yes	No	Yes
	2014 AAA Network	Yes	No	No	Majority yes
	2015-19 Priority Project	No	No	No	No
	GVCC Network	No	Yes	No	Yes
	Regional Connections	No	Yes	Mostly Yes	Yes
	Neighbourhoods	Fairfield, Downtown	Rockland, Gonzales, Fairfield	Downtown, Gonzales, Fairfield	Gonzales, Fairfield, James Bay

Note: This draft analysis will be further enhanced to include information on transit service (current and planned), land use (including commercial and community amenities) and other information of interest to the City.

APPENDIX C

#BIKETORIA

a network that moves you

PUBLIC COMMUNICATION & ENGAGEMENT STRATEGY

October 1, 2015

alta PLANNING + DESIGN

Gehl Architects

880 cities

URBAN systems

CONTENTS

1.0 INTRODUCTION

The City of Victoria has set a bold vision to develop a comprehensive bicycle network that is accessible to Victoria residents of all ages and abilities. An effective and meaningful Public Communication and Engagement Strategy is critical to the success of any transportation project—especially one that endeavours to make radical change. Our team is committed to engaging and communicating with local residents to ensure their needs and ideas are incorporated into the new bicycle infrastructure. Building on previous consultation processes undertaken by the City, this Public Communication and Engagement Strategy sets forth an inclusive and accessible approach to engage local residents on active mobility and cycling in Victoria.

Our approach emphasizes the need to include non-cyclists and residents who may not otherwise participate in community planning processes. We will achieve this by using diverse engagement tools that are fun, interactive, and designed to meet people where they already gather. Beyond engagement, this strategy will educate residents about the benefits of cycling and generate public excitement for the new investments being made by the City.

Community engagement is a collaborative process. We will work closely with City staff and local stakeholders to refine this strategy as needs and opportunities arise. This document should be considered a living document, to be further refined on an on-going basis throughout the #BIKETORIA process.

Communication *and* Engagement

This document includes specific strategies for communicating and engaging with the public. Communication strategies are methods to build awareness, education, and excitement about #BIKETORIA. Communication methods include developing content for social media and online platforms. Engagement strategies provide opportunities for the City and Project Team to collect feedback and ideas through direct dialogue or interaction with local residents. To be effective, both of these approaches must build on and support each other.

Building the Hype

The City of Victoria is committed to becoming one of the best cities for bicycling in the world. People should be excited! Our goal is to build on the existing hype, and to raise awareness of the City's upcoming bicycle network. We will achieve this by developing interactive and innovative content for education and promotion of the project.

8 80 Cities and the project team will design promotional materials, provide sample social media posts and website content, and print light materials. The City of Victoria will support by ensuring all messaging is consistent, and post all relevant content on their digital platforms. The City will also leverage their existing partnerships to help promote these campaigns.

Why #BIKETORIA

#BIKETORIA celebrates Victoria's status as one of the best Canadian cities for cycling. The title is also aspirational to match the bold mode share targets and vision developed by Victoria's City Council and its residents. We want Victoria to become synonymous with a world class cycling network. In 2018, when people think about or visit Victoria, they will see a vibrant, healthy, and happy city that embraces cycling as a part of everyday life.

#BIKETORIA

The #BIKETORIA logo is designed to generate excitement and demand attention. The hashtag nods to the digital and social media components of the project, but also resembles the street grid on which Victoria's minimum grid of bicycle lanes will be built. The colour scheme acknowledges Victoria's connection to nature, and how its natural beauty, surroundings, and climate each contribute to the city's cycling culture.

2.0 GOALS AND OBJECTIVES

We know what Victoria residents want in their bicycle network. People want cycling to be safe, accessible, and efficient. The City has heard this message, and is committed to delivering a connected grid of all ages and abilities bike facilities in Victoria.

This phase of engagement presents opportunities for us to:

1) Build awareness and excitement about the coming future of bicycling in Victoria. The City of Victoria undertook a rigorous engagement campaign in November 2013 to June 2014. To avoid duplication and consultation fatigue, this round of engagement will focus on a mix of digital and personal platforms.

We will implement a series of high visibility and accessible campaigns and activities that will educate, excite, and spark dialogue among all residents. To reach large audiences in a short amount of time, this approach will rely on informal, casual, interactive, and fun engagement techniques.

2) Collect feedback on proposed networks and preliminary network concept designs.
We will collect feedback from Victoria residents to ensure the corridor selection and design concepts reflect the needs and ideas of the community. This process will begin with a public presentation and panel discussion with local leaders and key members of our project team. We will also set up Pop-Up Engagement Labs along the six proposed corridors to engage local residents on the challenges and opportunities in their neighbourhood, and collect ideas beyond cycling, such as placemaking, beautification, and safety. Two of these Engagement Labs will also feature temporary bike lanes to allow residents to test possible street treatments.

In November, we will facilitate a series of #BIKETORIA Neighbourhood Salons, where residents can see proposed design concepts, ask questions, and offer feedback to our project team.

Throughout this process, the expanded External Stakeholder Committee will also provide recommendations from diverse perspectives.

2.1 PUBLIC COMMUNICATION AND ENGAGEMENT OBJECTIVES

> There is broad awareness around the proposed bicycle network and preliminary concept designs.

> Feedback regarding the proposed bike network and preliminary concept designs is collected from key stakeholders and a diverse representation of the general public.

> Participants report that the City has provided enough information in an easy to understand format that equipped them to provide informed input.

> The project contributes to a shift of mindset so that residents view cycling as an important part of the Victoria future lifestyle, in addition to being an efficient, safe, and fun mode of transportation.

2.2 GUIDING PRINCIPLES

1. Accountability: We serve the needs of the community, consulting residents and stakeholders regularly and providing timely reports on progress.

2. Collaboration: We focus on partnerships and on informing and involving residents and stakeholders to ensure excellence.

3. Inclusiveness: We strive to implement an engagement and communications strategy that meaningfully includes all residents in the process of designing Victoria's bicycle network, particularly older adults, children and youth, homeless individuals, and low income communities.

4. Innovation: We embrace creative ideas and have the courage to lead with innovation.

5. Flexibility: We are responsive to the needs of our community and continually evaluate and strive to improve our service.

6. Integrity: We honour the public trust by being transparent in decision making and using local knowledge and industry best practice to protect our environment and quality of life for residents.

2.3 KEY MESSAGES

Key messages are high-level communication points from which all subsequent communication material is developed. They allow the City of Victoria to speak with one voice, presenting the "big picture" overview of the city's refreshed bike network. While they do not represent all the messages that will need to be communicated throughout the course of the project, they are the most important.

Once the main communication and engagement channels have been confirmed, secondary messages will be developed on how people can become informed and involved.

Key Messages for #BIKETORIA

Primary Messages

CONNECTED

> We are bringing Victoria one step closer to creating a bike network that will safely connect every neighbourhood by 2018.

ALL AGES AND ABILITIES

> Our goal is to create a city where residents of all ages and abilities can safely ride bicycles as a part of everyday life.

WORLD CLASS

> We want to make Victoria one of the best cycling cities in the world.

BEYOND BIKING

> The project is about more that biking. Creating a more bikeable city will help us achieve our goals related to placemaking, sustainability, economic development and health.

Supporting Messages

> The bicycle network will reflect the collective vision that residents shared during previous and ongoing community engagement processes.

> The #BIKETORIA project is being led by the City of Victoria in partnership with an industry-leading and award-winning team of experts in urban cycling from Urban Systems, Gehl Architects, 8 80 Cities, and Alta Planning + Design.

> Victoria's bicycle network will support diverse sectors of the economy, help attract and retain talented individuals, and draw visitors from around the world who want to experience the vibrant, healthy, and sustainable lifestyles enjoyed by Victoria residents.

> We are investing in world-class infrastructure and design so that we can make biking safe and accessible for everyone

> Cycling should be convenient, irresistible, affordable, and fun. Victoria's bicycle network will make cycling an attractive and safe way to travel to all neighbourhoods and key destinations throughout the city.

> Victoria will become a city where eight-year-olds and eighty-year-olds can ride a bicycle safely in all neighbourhoods.

2.4 KEY QUESTIONS

Asking clear, consistent, and simple questions will ensure that Victoria's bicycle network is comfortable, convenient, and complete for all residents. Residents will be asked the following questions throughout the #BIKETORIA project through various events, activities, and engagement tools.

More details about the intent, focus, format, and event that each questions will asked at is provided in the #BIKETORIA Question Matrix in the Section 3.4 of this report.

1. Who do you think would feel comfortable riding on the proposed bike facilities?

2. Does the network connect you to the places you want to go?

3. Does the network come close enough to your home?

4. Where are you concerned about your safety within the proposed network?

5. What specific types of amenities would you like to see included in the priority network? Where would you like to see them?

6. Oce the priority network is complete, which destinations will you visit most often by bike?

7. Will this network encourage you to bike more? If yes, why?

8. What excites you most about this project? What impacts of the project concern you the most?

9. Which of the priority corridors do you care about the most? Which do you care about the least?

3.0 IMPLEMENTATION PLAN

The #BIKETORIA Communications and Engagement Strategy will be implemented in two phases:

Consultation Phase 1 will build excitement and raise awareness for the #BIKETORIA project. The primary purpose of this phase is to collect feedback and mitigate concerns on the bicycle network and facilities in general, as well as the priority corridors identified by the Project Team and adopted by council.

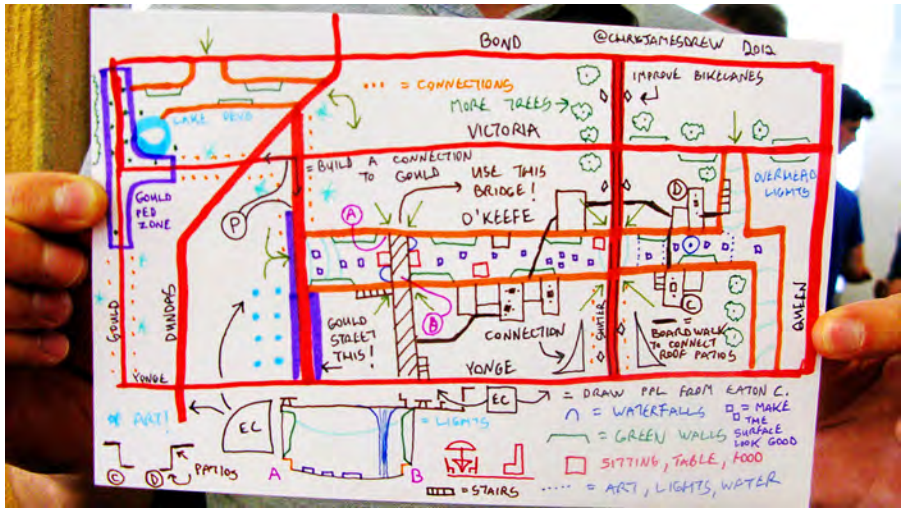
Communications and Engagement activities to be completed by the Project Team in Consultation Phase 1 include:

> Finalize Engagement and Communications Strategy
> Launch #BIKETORIA social media campaign
> Finalize logistics and agenda for the #BIKETORIA Summit
> Promote the #BIKETORIA Summit and Engagement Lab
> External Stakeholder Committee meeting #1 (proposed network and priority corridors)
> Publish media release to promote #BIKETORIA Summit
> Host #BIKETORIA Summit
> Host Pop-Up Engagement Labs
> Finalize logistics #BIKETORIA Neighbourhood Salons
> Produce summary report from #BIKETORIA Summit and Community Engagement Lab finalized, to be embedded in recommendations

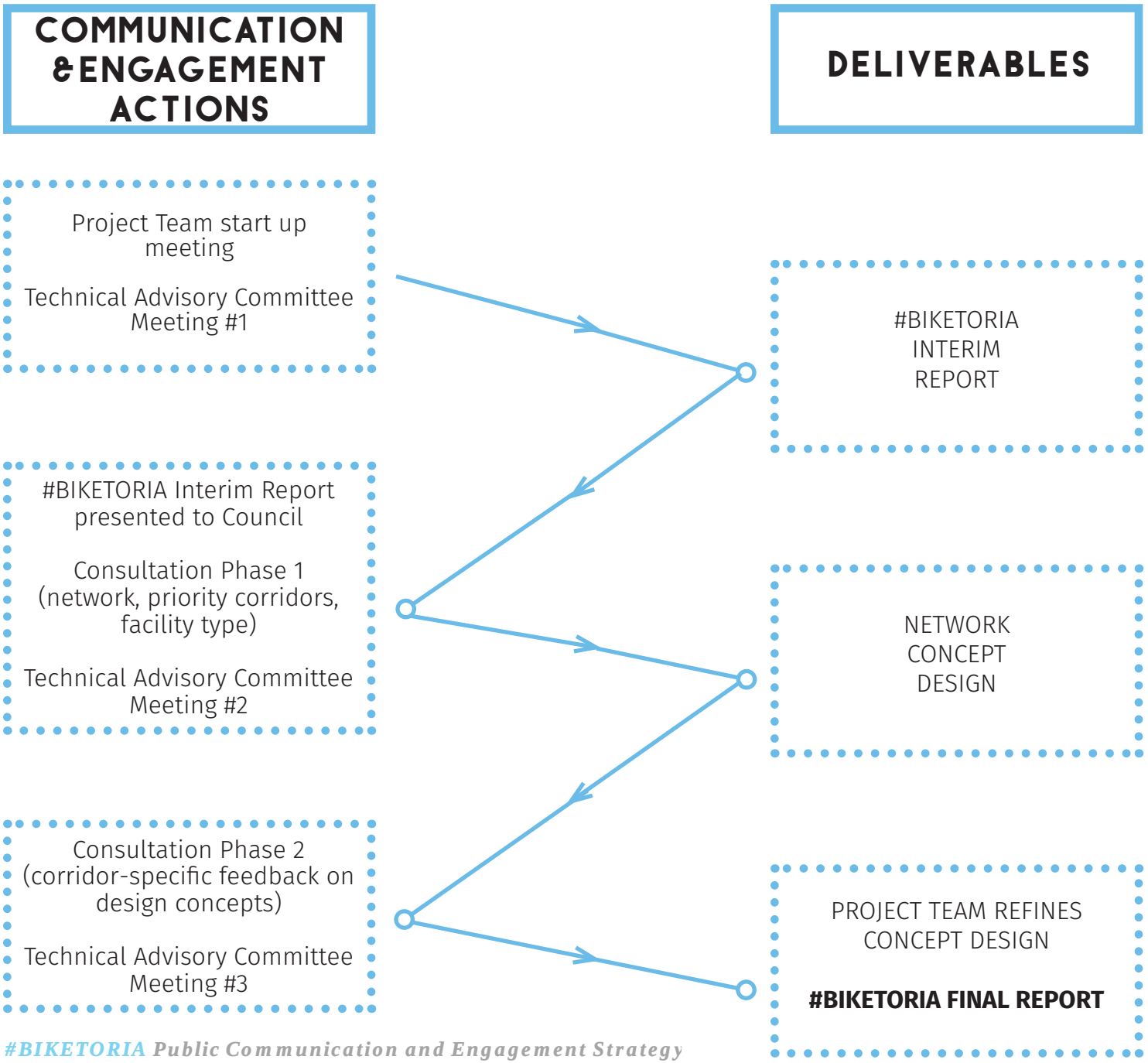
Consultation Phase 2 will continue this momentum by asking residents to identify opportunities and challenges in relation to the specific design concepts for each corridor.

Communications and Engagement activities to be completed by the Project Team in Consultation Phase 2 include:

> Promote #BIKETORIA Salons
> Host three #BIKETORIA Neighbourhood Salons
> External Stakeholder Committee meeting #3 (conceptual detailed design)
> Produce #BIKETORIA Neighbourhood Salon Summary Report



3.1 ACTIONS & DELIVERABLES



3.2 EVENTS & ACTIVITIES

The Public Communication and Engagement Strategy includes five broad activities that will be used throughout the study. These activities are summarized below to highlight their purpose and content. Overall, the intent of this approach is to move the engagement from a broad overview of cycling in Victoria, to a network level and then finally the individual corridors and preliminary and then detailed design. Through this approach, feedback will be collected and inform the next step of design work to be completed.

Event	Technical Advisory Committee	#BIKETORIA Summit and Workshop
Activity	3 meetings	Public forum and display
Spectrum of Engagement	Involve	Inform and Consult
Intent	> Build awareness and support for the project. > Collect feedback from stakeholders on the proposed corridors. > Collect information relevant to the preliminary and detailed concept designs.	> Build awareness and support for the project. > Collect feedback from the public on the proposed corridors. > Collect information relevant to the preliminary concept designs.
Audience	Key stakeholders such as cycling associations, business community, neighbourhood associations, and others.	> General public > Focus on the business community, neighbourhood associations, and key stakeholders.
Desired Outcome	Collect stakeholder feedback on the network principles, priority corridors, and preliminary, detailed concept design specific to each corridor.	Collect public feedback to gain an understanding of the advantages and challenges of the network, proposed corridors, and facility type.
Incorporating Feedback	Inform the interim report and proposed 2018 All Ages and Abilities Priority Network.	Inform the preliminary concept designs.

Event	Pop-Up Engagement Labs	Neighbourhood Salons	Website and Social Media
Activity	Pop-up booths	Discussion meetings	Website and Social Media
Spectrum of Engagement	Inform and Consult	Inform and Consult	Inform and Consult
Intent	> Build awareness and support for the project. > Collect feedback from the public on the proposed corridors. > Collect information relevant to the preliminary concept designs.	> Consult key stakeholders on the draft concept designs for the corridors. > Collect feedback on the detailed concept designs.	> Build awareness and support for the project. > Provide on-going and up-to date information about the project. > Collect feedback regarding the proposed corridors and preliminary concept designs.
Audience	> Local public (those living on or near the proposed corridors). > Latent users (drivers, non-cyclists, people of all ages, abilities, and backgrounds).	> Key corridor-specific stakeholders (e.g. business community, neighbourhood associations, and others impacted by the project).	> General public
Desired Outcome	Collect feedback to better understand the advantages and challenges of the network with emphasis on adjacent proposed corridors and facility type.	Collect stakeholder feedback on the detailed concept design specific to each corridor.	Public and stakeholder awareness of the project and opportunities for feedback.
Incorporating Feedback	Inform the preliminary concept designs.	Inform the preliminary concept designs.	Inform the preliminary and detailed concept designs.

3.3 EVENTS AND ACTIVITIES DESCRIPTIONS

Technical Advisory Committees (ongoing)

We suggest that the Technical Advisory Committee (TAC) be expanded to include a broader range of interested stakeholders. This includes additional cycling organizations (for example WEBike and organizers of kidical mass), business representatives, placemaking, health, neighbourhood associations, and other key stakeholders.

Based on our experience with similar studies, we have found that establishing and working with a stakeholder committee such as this is critical to ensuring we understand all issues from the outset of the study from various perspectives, to build a common understanding of the project, and to ensure we are building support and buy-in from external stakeholders early-on and on an on-going basis throughout the study. See below for the focus of each meeting:

> Meeting #1: Guiding Principles and Priority Network
> Meeting #2: Conceptual Planning
> Meeting #3: Confirmation of Design Concepts

Roles: The project team will convene and facilitate three meetings of the Technical Advisory Committee from September to January. The City will support in identifying and reaching out to community stakeholders that should participate in the committee.

Cost to the City: Staff time for departmental representatives, and possible use of City meeting spaces.

Dates: September - January, 2016

Groups represented in the TAC

> *Business Community*
> *Cycling Community*
> *Technical Advisory*
> *Placemaking*
> *Urban Design / Agriculture*
> *Healthy Communities*
> *All Ages and Abilities*
> *Neighbourhood Associations*
> *Accessibility*
> *Student*
> *Women*
> *Safety*
> *Sustainable Transportation*
> *City of Victoria*

#BIKETORIA Summit and Workshop (November)

Our team will host a comprehensive public engagement blitz, beginning with a free public event on November 1, 2015. Cycling experts from project team will participate as guest speakers, including Gil Penalosa, Andreas Røhl, and/or Mia Birk (pending availability). During the week of this launch event, our project team will host a series of Pop-Up Engagement Labs (see following pages). Discussion at both the Summit and Engagement Labs will focus on potential impacts and benefits of the proposed corridors and preliminary design concepts of Victoria's bike network.

The #BIKETORIA Summit will also include a workshop component, which will serve as an opportunity for the public to provide feedback on the proposed all ages and abilities network. The #BIKETORIA team will setup display boards featuring the proposed network in the venue and the public will have the opportunity to provide feedback about the proposed corridors before and after the event through interactive activities, surveys as well as the question and answer session. Facilitators will be on hand to guide participants through the activities and address any questions or concerns residents may have about the project. The #BIKETORIA Summit and Workshop will be complimented by an online survey.

Date and Location: November 1, 2015 (location TBC)

Roles: The project team will host the #BIKETORIA Summit and Workshop, and design engagement and promotional materials. The project team will secure venue space for one public event (up to 150 people). The City and Project Team will work together to produce a media release to promote the Summit. The City will also help promote the Summit.

Costs to the City: We will use existing City materials and resources whenever possible. Potential costs to the City include event promotion, and up to four staff to help facilitate activities at each event.

#BIKETORIA Summit and Workshop Agenda

SUNDAY, NOVEMBER 1

2:30pm Doors Open
Public viewing of proposed corridors and feedback activities
3:00pm Welcome and Introduction by Mayor Lisa Helps
3:15pm Keynote presentations by members of the consulting team*
4:30pm Q&A with the audience
5:00pm Closing remarks
Continued viewing of proposed corridors and feedback activities until 5:30

**The presenters will include Gil Penalosa, Mia Birk, and/or Andreas Røhl, subject to availability.*

GIL PENALOSA | 8 80 CITIES

Gil is Founder and Chair of the Board of 8 80 Cities and is an accomplished presenter and inspirational speaker. Because of Gil's unique blend of pragmatism and passion, his leadership and advice is sought out by many cities and organizations. Over the past eight years, Gil has worked in over 180 different cities across six continents. As former Commissioner of Parks, Sport and Recreation for the City of Bogotá, Colombia, Gil was an integral part of the city's much celebrated transformation of public space and sustainable mobility during the late 1990s. Gil successfully led the design and development of over 200 parks including Simon Bolivar, a 113-hectare park in the heart of the city. Gil's team also initiated the "new Ciclovia," a program that sees over one million people walk, run, skate, and bike along 121 kilometres of Bogotá's city roads every Sunday, and today is internationally recognized and emulated.

ANDREAS RØHL | GEHL ARCHITECTS & STUDIO

Andreas is an internationally renowned cycling specialist with Gehl Architects. Andreas was formerly the City of Copenhagen's Bicycle Programme Manager. Through his seven years at the City of Copenhagen, Andreas gained unique insights into delivering on high profile political agendas, as well as promoting cycling in urban areas via both hard and soft infrastructure. Andreas focused on bicycle policies and strategies to improve conditions for cycling; communication and marketing of cycling issues within Copenhagen and abroad; and working closely with the bicycle industry, NGOs and other public institutions, to promote cycling. Andreas developed Copenhagen's 2012 Cycling Strategy and "Design Guidelines for Great Cycle Roads". With Gehl Architects, Andreas is working to create efficient urban transport systems, with a focus on transport as a means to creating liveable cities

MIA BIRK | ALTA PLANNING + DESIGN

Mia is the CEO of Alta Planning + Design. She has spent her entire career creating active communities. She is the author of Joyride: Pedaling Toward a Healthier Planet, which tells the behind-the-scenes story of how a group of determined visionaries transformed Portland into a cycling mecca and inspired the nation. She has been at the forefront of numerous groundbreaking studies and organizations, and was a co-founder of Portland State University's Initiative for Bicycle and Pedestrian Innovation and the Cities for Cycling Project and Urban Bikeway Design Guide of the National Association of City Transportation Officials (NACTO). She was a co-founder at Alta Bicycle Share, Inc., which launched and operates public bike sharing systems in 10 North American communities and Melbourne, Australia, and was recently sold and rebranded as Motivate.

Pop-Up Engagement Labs (November)

During the week of the #BIKETORIA Summit, our #BIKETORIA team will be hitting the streets to talk to residents about cycling in their community. We'll set up pop-up bike lanes and #BIKETORIA Engagement Labs in locations (TBC) across the city. We'll have plenty of fun activities to spark the imagination of residents, and get people thinking about Victoria's bicycle network. Residents can stop in for a coffee or snack, have a chat, and help shape the future of biking in Victoria.

The #BIKETORIA Engagement Labs will be an opportunity for residents to share and discuss the advantages and challenges associated with each corridor as well as their aspirations related to bike facility designs (such as physical separation treatments, neighbourhood greenway design, and off-street pathways treatments). This will be an opportunity for community members to share their thoughts on how we can make each corridor connected, comfortable, and convenient as well as discuss more specific issues such as parking and traffic impacts. The #BIKETORIA team will record feedback through surveys, interactive activities, and notetaking. We will address concerns and share examples of best practice facilities by using visual tools and mapping exercises.

The goal of the #BIKETORIA Engagement Labs is to inform the public about the proposed all ages and abilities network and to confirm the public support of the corridors. We want to collect feedback to better understand the advantages and challenges of the network with emphasis on the proposed corridors and facility type. The feedback collected during the #BIKETORIA Engagement Labs will be used by the project team and the City to inform the concept designs for the selected corridors.

Roles: 8 80 Cities will design and provide engagement materials, facilitate the activities, and recommend potential sites. The City will confirm sites and secure any necessary permits, and provide (or assist in finding) structural materials (tent, table, two chairs, and planters or some form of dividers for the pop-up bike lane). City staff will assist

in engaging residents in conversation, encouraging them to use the bike lane, answer questions, and facilitating the feedback activities.

Cost to the City: Up to two City staff people for two days to help facilitate the engagement. We will use existing City resources and materials when possible.

Dates and Locations:

Early November, 2015. Locations may include:

> Cook and Dallas *pop-up bike lane*
> Fairfield and Moss
> Haultain and Asquith
> Wharf and Humboldt *pop-up bike lane*
> Gorge and the Galloping Goose
> Oak Bay and Davie

#BIKETORIA Neighbourhood Salons

The project team will host three public open house events to present the findings of the study to date, including the recommended network and priority corridors identified in Phase 2 of our project plan, as well as the preferred concepts for each corridor developed in Phase 3. The #BIKETORIA Neighbourhood Salons will be hosted in venues that are easily accessible to residents of each community (schools, coffee shops, libraries, community centres). These events will be informal and conversational in tone, and provide detailed visual displays with information about the proposed updates to Victoria's bike network.

Purpose: The purpose of these Salons is to obtain input on the selection of the preferred design concepts before moving into the next level of detailed conceptual design of each corridor. Local stakeholders will receive detailed information on the impacts and benefits that the corridors will have in their neighbourhood. Our project team will be available to collect ideas, and answer any questions or concerns.

Roles: The Project Team will develop the promotional material needed for the event, including ads, posters, website content, and other communication material needed to promote and create awareness for the open house. We will be responsible for producing the material, while we will rely on the City for distribution. The Project Team will also prepare open house materials, including display boards, using the City's templates if applicable.

Cost to the City: Potential advertising costs, and the City will provide staff capacity to assist in the facilitation of the Salons.

Neighbourhood Locations: Salons will be hosted in one of the neighbourhoods in each group:

> Vic West / Downtown / Burnside
> James Bay / Fairfield / Rockland / Gonzales / North and South Jubilee
> North Park / Harris Green / Fernwood / Oaklands / Hillside Quadra

Website and Social Media (ongoing)

Social media is critical to promoting the #BIKETORIA campaigns and engagement events. The City of Victoria's existing social media channels (Facebook, Twitter, Instagram) will be used throughout the process to share updates about the project, raise awareness of the #BIKETORIA Summit and Workshop, and Engagement Labs, and educate the public on the benefits of cycling as a part of everyday life. Along with clear, accessible messaging, the #BIKETORIA logo will appear on all promotional and communications materials. All social media content will be categorized and tracked under the #BIKETORIA hashtag.

Social media will also be used to engage residents in a conversation by asking them to share their thoughts, ideas, and photos of cycling in Victoria. This will be achieved through three new social media campaigns:

#BIKETORIA Is _____

The #BIKETORIA Is... campaign functions as both an engagement tool and a social media campaign. At the Pop-up Engagement Labs, residents will be asked to complete the phrase "In 2018 biking will be..." on an erasable whiteboard. We will photograph participants with the whiteboard, and share it on social media channels with the #BIKETORIA hashtag. Social media will also build excitement among traditional media. The international team of experts will be available for traditional print or radio interviews at both a local and regional level. The audience for this campaign include all Victorians with a particular focus on latent cyclists.

Roles: City will post the content on their social media channels. Project Team will write and curate content. The project team will design the board for the #BIKETORIA Is... campaign. The project team and City will engage residents with the board at public events during the #BIKETORIA Summit and Workshop, and Engagement Labs. The City will post the results on their website and social media channels.

Estimated Costs to City: $175 for potential social media advertising costs

Victoria Roll Models Campaign (ongoing)

This campaign will put a personal touch and human face to the updated bicycle network by inviting local residents to share what they love about cycling in Victoria. To appeal to a diverse demographic, the Roll Models will include a wide range of residents, such as newcomers, parents, business owners, local celebrities, and students. Participants will be photographed with their bicycle, and a short quote will be added to the image. The images can be printed as posters, and/or shared on the City's website and social media channels. The audience for this campaign will be existing cyclists, who will then serve as examples for non-cyclists.

Estimated Costs to City: None

Roles: Project team will produce content to promote the campaign (social media posts, posters, etc.). City will promote the campaign on their social media channels and website.

#BIKETORIA Videos (ongoing)

The City of Victoria will record video footage throughout the #BIKETORIA engagement process, and produce a promotional video and/or series of short video clips about Victoria's refreshed bike network. The video could include comments from members of our project team and local stakeholders, images of the concept plans, and footage from our Pop-Up Engagement Labs. This video will become a communications tool for the City to build awareness and excitement about biking in Victoria. The audience for this campaign include all Victorians with a particular focus on latent cyclists.

Estimated Costs to City: Unknown

Roles: The City of Victoria will lead the development of the #BIKETORIA Video, and be responsible for all costs related to production. The Project Team will support by creating filming opportunities at the #BIKETORIA Summit and Workshop, and Pop-Up Engagement Labs.

3.4 QUESTIONS MATRIX

The Questions Matrix identifies the intent and focus of each Key Question (Section 2.4) that the Project Team will ask residents during the engagement process. The Matrix also explains the format, event, and activity that will be used to pose each question to stakeholders. *Note: These questions are intended to be asked during Consultation Phase 1, but will be adapted and expanded on to address the proposed design concepts once they are prepared by the Project Team.

Question >>	*Who would feel comfortable riding on these bike facilities? (Use the AAA scale)*	*Does the network connect you to the places you want to go?*	*Does the network come close enough to your home?*
Intent	Collect information relevant to the preliminary concept designs that can be applied to all 8 priority corridors.	Collect feedback from the public on the proposed corridors.	Collect feedback from the public on the proposed corridors.
Focus (Comfortable, Convenient, Complete)	Ensure that the designs are comfortable for people of all ages and abilities.	Ensure that network is convenient for people in Victoria.	Ensure that network is complete for people in Victoria.
Format and Event	> Display board & dotmocracy at #BIKETORIA Summit and Workshop and Pop-up Engagement Labs >Online survey >Facilitated discussion	>online survey >paper survey at #BIKETORIA Summit and Workshop and Engagement Labs >Facilitated discussion	>online survey >paper survey at #BIKETORIA Summit and Workshop and Engagement Labs >Facilitated discussion
Activity Description	Using the AAA scale* (see next page) the public will provide feedback on treatments options for each of the three bicycle facilities that are included in the proposed network (Protected bike lanes, neighbourhood greenway, off- street pathways. The treatment options will be presented visually, either on display boards or in the online survey, and residents will rate them on the AAA scale.	The public will be asked this question through the online and paper survey.	The public will be asked this question through the online and paper survey.

Question >>	*Where are you concerned about your safety within the proposed network?*	*What specific types of amenities would you like to see included in the priority network and where?*	*Once the priority network is complete, which destinations will you visit the most often by bike?*
Intent	Collect feedback from the public on the proposed corridors. Collect information relevant to the preliminary concept designs.	Collect information relevant to the preliminary concept designs.	Collect feedback from the public on the proposed corridors.
Focus (Comfortable, Convenient, Complete)	Ensure that the designs are comfortable for people of all ages and abilities.	Ensure that the designs are comfortable for people of all ages and abilities. Ensure that network is convenient for people in Victoria.	Ensure that network is convenient for people in Victoria.
Format and Event	> Mapping activity at #BIKETORIA Summit and Workshop and Pop-up Engagement Labs >Online survey >Facilitated discussion	> Mapping activity at #BIKETORIA Summit and Workshop and Pop-up Engagement Labs >Facilitated discussion	>online survey >paper survey at #BIKETORIA Summit and Workshop and Engagement Labs >Facilitated discussion
Activity Description	Using a large map, the public will use red dots to indicate areas of perceived safety concern in the proposed network. The same question will be asked in the online survey. We will ask the public to list the locations of their perceived safety hot-spots by street name/intersection.	Using a large map, the public will use small sticker icons to indicate where they would like to see a selection of amenities that will contribute to placemaking and enhance the network (ie. bike parking, wayfinding, public art, etc).	The public will be asked this question through the online and paper survey.

*All Ages and Abilities (AAA) Scale

Question >>	*Will this network encourage you to bike more? If yes, why?*	*What excites you most about this project? What impacts of the project concern you the most?*	*Which of the priority corridors do you care about the most? Which corridors do you care about the least?*
Intent	Collect feedback from the public on the proposed corridors.	Collect feedback from the public on the proposed corridors. Collect information relevant to the preliminary concept designs.	Collect feedback from the public on the proposed corridors.
Focus (Comfortable, Convenient, Complete)	Ensure that network is complete for people in Victoria.	Ensure that network is comfortable, convenient and complete for people in Victoria.	Ensure that network is convenient and complete for people in Victoria.
Format and Event	>online survey > Display board & dotmocracy >paper survey at #BIKETORIA Summit and Workshop and Engagement Labs >Facilitated discussion	>online survey >paper survey at #BIKETORIA Summit and Workshop and Engagement Labs >Facilitated discussion	>online survey >paper survey at #BIKETORIA Summit and Workshop and Engagement Labs >Facilitated discussion
Activity Description	The public will be asked this question through the online and paper survey, as well as a visual display board.	This will be an open ended question. The public will be asked this question through the online and paper survey.	The public will be asked this question through the online and paper survey.

3.5 ENGAGEMENT TOOLS

Corridor Location and Design Display Boards

The Pop-Up Engagement Labs will feature large display boards that show residents the locations of each proposed corridor, and street-level photos that show current conditions on each corridor. These photos will be used to spark conversations about the challenges and opportunities of each location. Display boards will also be used at the #BIKETORIA Neighbourhood Salons, with photos displaying the concept designs along each corridor.

Audience: Residents and stakeholders in neighbourhoods along the proposed corridors
Estimated Costs to City: None
Roles: The Project Team will design and print the boards, and lead the facilitation of the community conversations.
When/Where: Consultation Phase 1 and 2 (#BIKETORIA Summit and Workshop, Engagement Labs, and #BIKETORIA Neighbourhood Salons)

Corridor Location and Design Maps

This activity will be used at the Pop-Up Engagement Labs and the #BIKETORIA Neighbourhood Salons. Our Project Team will design and display large-scale maps of all proposed corridors. Residents and stakeholders will use green and yellow sticky-notes to write specific opportunities that excite them and particular areas of concern, and place them on the map in the corresponding location. The comments collected at the Pop-Up Engagement Lab will focus on the location of the proposed corridors, whereas participants at the #BIKETORIA Neighbourhood Salons will be asked to comment on the proposed design concepts.

Audience: Residents and stakeholders in neighbourhoods along the proposed corridors
Estimated Costs to City: None
Roles: The Project Team will design and print the maps, and lead the facilitation of the community engagement activities.
When/Where: Consultation Phase 1 and 2 (#BIKETORIA Summit, Engagement Labs, and #BIKETORIA Neighbourhood Salons)

* *Our project team will collect and analyze all information that is collected through each activity. We will produce a summary report that highlights key findings.*

#BIKETORIA Inspiration Banner

Our team will produce a set of images that display various cycling facilities, infrastructure, and amenities from around the world. These images will be made available to passers-by and interested residents at the #BIKETORIA Summit and Workshop and Pop-Up Engagement Labs. Using real-world examples, these images will help community members identify specific treatments and amenities they would like to see in Victoria's bicycle network, including technical design elements, placemaking integration, public art, wayfinding, and more.

Residents will be invited to select their favourite images, and write why they would like to see the ideas depicted in the image implemented in Victoria. Our Project Team will then hang each image on a string to form a banner for others to view. The banner will serve as a visual expression of the residents' collective vision for the future of bicycling in Victoria.

Audience: All Victoria residents, with a particular focus on residents and stakeholders in neighbourhoods along the proposed corridors.
Estimated Costs to City: None
Roles: The Project Team will select and print the images, and lead the facilitation.
When/Where: Consultation Phase 1 (Pop-Up Engagement Labs)

Print and Online Surveys

Residents will have the opportunity to provide feedback on the bicycle network, priority corridors, and design concepts using traditional engagement methods such as print and online surveys. The surveys will be easy to read and understand, and be designed to be completed in five minutes or less.

Audience: All Victoria residents
Estimated Costs to City: None
Roles: The Project Team and City will work together to finalize the survey questions. The Project Team will design and print the hardcopy surveys, and the City will host the online survey on their website.
When/Where: Ongoing throughout the Consultation Phase 1 and 2 (#BIKETORIA Summit and Workshop, Engagement Labs, and #BIKETORIA Neighbourhood Salons). The online survey will be launched simultaneously with the #BIKETORIA Summit and Workshop, and remain online for one week afterwards.

Visual Survey Boards

Surveys don't have to be boring! Visual survey boards invite people to share their ideas and demographic data in a fun and accessible way. Boards can be displayed at public engagement events, such as the Pop-Up Engagement Labs or the #BIKETORIA Summit. Using sticker dots, residents can identify their age, gender, location, cycling habits, and more.

Audience: All Victoria residents, with a particular focus on residents and stakeholders in neighbourhoods along the proposed corridors
Estimated Costs to City: None
Roles: The Project Team will design and print the boards, and lead the facilitation with residents.
When/Where: Consultation Phase 1 and 2 (#BIKETORIA Summit and Workshop, Engagement Labs, and #BIKETORIA Neighbourhood Salons)

Promotional Take-Aways

Our project team will develop materials that can be used to promote the project and increase education about biking in Victoria. These materials might include informational postcards, and "#BIKETORIA" stickers for local businesses and residents to show their support.

Audience: All Victoria residents, and local businesses in areas near the proposed corridors
Estimated Costs to City: None
Roles: The Project Team will design and print the materials and distribute them at the engagement activities.
When/Where: Ongoing throughout the Consultation Phase 1 and 2 (#BIKETORIA Summit and Workshop, Engagement Labs, and #BIKETORIA Neighbourhood Salons)

4.0 NEXT STEPS

There are so many fun and effective communications and engagement tools that could be used to generate awareness and excitement about Victoria's updated bicycle network. Unfortunately, the scope of this current phase of the project limits the number and scale of activities the Project Team can undertake.

However, we strongly recommend that the new and existing communications and engagement efforts continue under the leadership of the City.

The following are samples of engagement tools that could be implemented by the City after this project phase is complete.

#BIKETORIA Swag

Victoria residents and businesses can show their support for the coming bicycle network updates by proudly displaying a variety of promotional items. Swag items could include stickers, buttons, bells, water bottles, and poster. The messaging will be simple and consistent (#BIKETORIA). The City can leverage the branding and messaging developed during the corridor selection and design concept phase to ensure consistency and ensure brand recognition.

Bike to Shop Week

This campaign would be modeled after the successful Bike to Work and Bike to School initiatives. Bike to Shop Week would encourage people to ride their bicycle to local businesses, thereby demonstrating the positive economic impact that cycling can have in a city. Participants would be asked to share photographs and short stories about why and where they shop by bike through social media.

Individual Stakeholder Consultation

The detailed technical design and implementation phase of the bicycle network project will bring significant changes to the residents and businesses in the adjacent neighbourhoods. We recommend implementing a door-to-door consultation campaign, during which outreach would be conducted with each business and home along the selected corridors to ensure that these stakeholders are aware of the upcoming changes and construction process.

5.0 MEASURES OF SUCCESS

A system for evaluating proposed communication and engagement activities is crucial to the success of the overall Action Plan process. This Strategy is intended to be a living document, which can be adjusted to respond to potential change (changes in project scope; audience sentiments; political climate, etc.).

The measures of success should be adjusted to reflect the #BIKETORIA objectives as it is further refined, in order to maintain alignment between the measures and objectives.

Tools of Measurement:

> Visual survey boards
> Post-event online surveys
> Site counters

Key measures of success:

> A diverse representation of Victoria residents and businesses have actively participated in the bicycle network implementation process. Different measures will be used to gauge the success of the communication and engagement strategies.

> At least three-quarters of people surveyed (75%) during the on-the-ground engagement activities on October 16-17:
  + think their input was valued
  + think their input helped shape the direction of the plan

> The project team reports that the input received from the community was of a high quality and quantity to ensure the bicycle network is representative of community desires as measured through anecdotal feedback from the team.

Communication Measures:

+ Local media covers events and campaigns
+ Website hits, and interactions on social media (retweets, use of hashtag, comments, etc.)
+ Number of participants in our online communication campaigns (#BIKETORIA is..., Roll Models, etc.)

Engagement Measures:

+ Numbers of surveys completed
+ Attendance at the Cycling Summit and Workshop, and Pop-Up Engagement Labs
+ Number of responses collected from our engagement activities (Visual Survey Boards, and #BIKETORIA Inspiration Banner)

Communication and Engagement Report:

The key findings, highlights, and results will be recorded in a #BIKETORIA Communication and Engagement Report. The report will include outcomes on each measurement of success. This report will be concise, easy-to-read, and will make use of extensive use of graphics and visuals to ensure it is accessible and engaging for City Council, staff, and members of the public. The results of the engagement will inform the project work on an on-going basis. The report will summary this interaction and ensure that any other feedback is available to inform future City activities related to cycling