

# Pandora Avenue Bike Lane

## Communication and Engagement Strategy



February 2015



## **Purpose**

- To determine what the potential impacts of a bike lane along Pandora Avenue may be for business owners, cyclists, local residents, pedestrians and motor vehicle drivers.
- To seek community feedback on the preferred type of separation from vehicle traffic.

All feedback collected will be considered for implementation in the final design.

## **Background**

In early 2014, the City began the first phase of replacing the Bicycle Master Plan first introduced in 1995, with a new plan that will guide cycling improvements for the next 25 years. The result of extensive community engagement and technical analysis in phase one was the development and Council adoption of an updated bicycle network map to guide improvements for the next 25 years, six cycling improvement areas to be implemented over the next five years and four new improvement projects for 2014.

During community engagement, the area of highest interest was the Pandora Avenue corridor. As one of the main east/west roads through the downtown core, Pandora serves one-way traffic – westbound towards the Johnson Street Bridge for thousands of commuters a day and hosts dozens of businesses storefronts and residential buildings. Consequently a designated bike lane along Pandora Avenue was included as one of the six cycling improvements for implementation over the next five years.

## **Communications and Engagement Objectives**

- To seek community feedback on the impacts and preferred separation of the Pandora Avenue bike lane.
- Proactively reach out to downtown stakeholders, including those along Pandora, to ensure they are aware of the opportunity to provide input.
- Raise awareness about other cycling infrastructure improvements in Victoria.

## **Engagement Approach**

Both in person and online engagement opportunities will be provided this spring to ensure community members are able to participate in a way that is most convenient for them. An on street open house is being proposed along the 700 block of Pandora Avenue with a portion of the avenue protected with a physical barrier to share what a protected bike lane could look like. Bike parking will be provided and cyclists will be encouraged to ride down to the open house. The highly visual event is anticipated to raise greater awareness in the community and encourage passerby's to stop in and learn more about the project.

Information, including the conceptual illustrations along with a survey, will be provided online. To ensure downtown businesses are aware of the new bike lane, staff will proactively work with the Downtown Victoria Business Association to communicate the information to their members.

The open house and survey will be promoted through social media, print media and through a stakeholder email.

**Engagement Budget:** \$4,000. Budget is included in the 2015 operating budget.

### **Stakeholders**

- Current cyclists and cyclist advocacy groups: Greater Victoria Cycling Coalition, Capital Bike and Walk
- Businesses along Pandora Avenue
- Members of the Downtown Victoria Business Association
- Residents and property owners along Pandora Avenue
- Downtown Victoria Residents Association
- Pedestrians
- Motor vehicle drivers
- BC Transit
- Emergency services
- Transportation sector

### **Key Messages**

- The protected bike lane will be the first bike lane physically separated from motor vehicle traffic in Victoria.
- Pandora Avenue was identified by the community as a high priority for cycling facilities and would be the first project to be completed.
- We want to hear from everyone from pedestrians, motorists, businesses to current and future cyclists on the potential impacts of the bike lane and what type of separation would be preferred by the community (raised medians, on-street parking, or bollards).

## Evaluation Framework

| Principles                               | Goal  | Tactic   | Measures  |
|--|---|--|---|
| <b>Inclusion</b>                         | <p>All individuals affected by the decision are involved in the engagement.</p> <p>There are no practical or financial barriers to participating in the engagement.</p>                                 | <p>Barriers to engagement are removed by providing a convenient open house location/time, available and accessible information on the website and an online platform to provide feedback</p> | <p>Report number of individuals participating in each engagement effort:</p> <ul style="list-style-type: none"> <li>Attendance at open house</li> <li>Number of completed surveys (hard copy and electronic).</li> </ul> <p>Report neighbourhood and age of participants to measure geographic and demographic diversity.</p> |
| <b>Balanced and Complete Information</b> | <p>Stakeholders have the information required to provide informed feedback.</p> <p>Information on the issue is balanced and relevant.</p> <p>Clear information about how public input will be used.</p> | <p>Provide clear and concise information in multiple formats.</p>  | <p>Information is provided to the public in a timely manner. Information is posted on the website in advance and notice of the opportunity to provide feedback is given three weeks in advance.</p>   |
| <b>Fair Process</b>                      | <p>Use methods that are appropriate for meeting goals of engagement.</p>  | <p>Offer multiple opportunities to be heard.</p>   | <p>Report number of residents making use of the different opportunities for engagement.</p>   |
| <b>Capacity Building</b>                 | <p>The engagement process provides stakeholders with additional knowledge.</p> <p>The process helps build relationships between the City and residents.</p>   | <p>Provide clear and concise information in multiple formats.</p>  | <p>Identify any new relationships.</p> <p>Report number of queries received through email, twitter, Facebook, online engagement platform, blog and written.</p>   |
| <b>Resources Used</b>                    | <p>Remain within budget</p>   |  | <p>Budget was not exceeded.</p>   |