



VICTORIA CAR FREE DAY

Sunday, June 21, 2015
noon – 6:00 p.m.



What is Car Free Day? Car Free Day is an event that encourages motorists to give up their cars for a day and invites the community to reclaim roads for public gathering and non-automobile transportation. World Car Free Day is September 22, but Car Free events around the world take place on different days throughout the year, but they all have the shared objective of reminding us we don't have to accept our car-dominated society. We will be modelling the Victoria event after the Main Street Car Free Day, part of the 10-year old Vancouver Car Free Day, which now takes place at four different locations in Vancouver.

Our Vision: To fill Douglas Street with the people, organizations, and businesses of our downtown and neighbouring communities for one day in a celebration of all that is Victoria – our businesses, our arts and festivals, our architecture, our streets. It is also to reclaim, for a short period of time, a space traditionally used for cars and bring renewed awareness to Douglas Street as a main transportation and business corridor.

Our Objectives:

- To engage the City of Victoria, BC Transit, the downtown business community, local arts groups and festivals, and the public, to join us for Car Free Day Victoria on Douglas Street, from Herald to Courtney, on Sunday, June 21, 2015, noon to 6pm.
- To build this inaugural event into an annual community celebration.



Car Free Day 2013 – Main Street, Vancouver BC



Why Bring Car Free Day to Victoria? From parking, traffic congestion, and transit, to pedestrian and cyclist safety, there is not a day that goes by that we are not talking about transportation or hearing about it in the local media. We have the best multi-modal transportation use in Canada, are considered one of the most walkable downtowns in the country, and boast some of the highest cycling numbers of any city, but these numbers have not grown significantly since 1996. We want to help these numbers to grow while we celebrate the transportation diversity we currently enjoy. We believe that the residents of Greater Victoria will embrace Car Free Day.

Why Douglas Street? Douglas Street is the central street in our city, but it does not get the attention that other, more attractive, tourist-friendly streets enjoy. Our pedestrian counts attest to it being our busiest street year-round, but it is also a street with many 'distractions' of the street issue variety. An event of this nature would help to provide a new identity and added vitality to the street. Douglas Street is closed annually for various parades, but not for public use in which the public occupies the street. Closure of Douglas for a limited time – on a day and time of the year in which bus traffic is its lowest – will have the largest impact and bring the most attention to the event.

Street Closure

While we understand that closing Douglas Street is not without its difficulties, we hope to minimize disruption to businesses and traffic flow in the following ways:

1. Work with BC Transit to reroute affected buses
2. Keep one East-West street open (Yates would allow better bus circulation and leave access to the Bastion Square parkade)
3. Keep one West-East street open (Fort would complement Yates being open, allow better bus circulation, has more businesses, and is further from Yates than Johnson)
4. Maintain access to all 5 civic parkades (Johnson Street via a westward turn from Blanshard)
5. Bring in additional bike parking at all main entrance points to the event

Proposed Street Closure Map:

