

Janet Hawkins

From: Ray Straatsma <straatsma.ray@gmail.com>
Sent: Monday, Jul 20, 2015 10:10 AM
To: Public Hearings
Cc: info@gvcc.bc.ca
Subject: GVCC response to: Questions regarding your grant submission to Victoria Council

Greetings,

Here are our answers to the questions posed by Council regarding our Strategic Plan grant proposal. Thank you for the opportunity.

Regards, Ray Straatsma

m. 250.818.9266

1. Is there an opportunity to use one of the Transform Events to partner with the City in its public engagement around the City's proposed Cycling Network?

The GVCC is a volunteer-led organization that promotes and advocates for better cycling conditions in Greater Victoria. Our TransForm Event Series is designed to inform and educate citizens, community leaders and professionals about best practices in contemporary urban design, bicycle planning and city building. TransForm events have been supported and sponsored by multiple partners – from the CRD to Jawl Properties to the Greater Victoria Placemaking Network - and many more.

We welcome a partnership with the City of Victoria. For this particular grant period (mid-Aug to Dec 2015), the TransForm event series will address the City's proposed cycling network – via the 'Great Streets' theme, but also through engaging presentations about bicycle transportation, street design and pilot projects. We hope to continue such efforts into 2016.

Both Lorne Daniel (GVPN) and Ray Straatsma (GVCC) have met several times with Katie Hamilton (Director, Citizen Engagement & Strategic Planning) to discuss opportunities to highlight the city's plans. We have also approached several local planning firms (Urban Systems, City Spaces),

developers and businesses about participation in the series – and all are quite interested to support our efforts.

2. Further, what opportunities do you see for partnering with Citizen Engagement and Engineering specific to enhancing the work the City is doing?

Victoria is a bike-friendly city with strong ridership numbers. But as with many cities, there remains considerable misinformation or resistance about bike design, facilities and investments. We hope to significantly elevate the public discussion about city cycling and its benefits, and educate Victoria citizens about the value of enhanced investments in bike lanes and related infrastructure.

Both the TransForm events and Two Wheels Good outreach efforts are about engaging community leaders and citizens with creative and effective communication.

For example: we expect at least one (or two) of our events will include public design workshops, tours or pop-up events where specific streets can be explored to review opportunities and challenges around improved walking and cycling. As well, compiling and sharing current data about vehicle, bike and pedestrian patterns can help inform and demonstrate the value of improving facilities for active transportation in Victoria. Partnerships with the City's Engagement and Engineering team to realize those and related activities would be very welcome.

3. Are you going to request funding from all municipalities?

We will approach a number of municipalities for support of the TransForm event series. The material and content of our program has relevance across the region– and the GVCC does try to address cycling issues throughout the Victoria area. (For our Happy City event, we received support from Oak Bay, Saanich and Victoria).

However, as stated above, our events for this fall season (Sept –Dec 2015, the timeframe of this grant period) are generally oriented to complement the City of Victoria's bike plan. Still, we secured a grant this year from the District of Saanich in support of this fall's TransForm Event series. The District expects at least one event or forum take place at a Saanich venue. We expect other municipalities would like to see the same with regard to event locations. But doing so effectively is challenging, in terms of marketing, attendance and timeliness.

With continued success of the TransForm series and our related activities, we hope to address broader regional issues in 2016, 2017 and beyond – and expect to secure broader municipal support in the near future.

On 16 July 2015 at 18:37, Public Hearings <PublicHearings@victoria.ca> wrote:
Below are the questions posed by Council on your grant submission at the July 15, Special GPC meeting:

Greater Victoria Cycling Coalition

1. Is there an opportunity to use one of the Transform Events to partner with the City in its public engagement around the City's proposed Cycling Network?
2. Further, what opportunities do you see for partnering with Citizen Engagement and Engineering specific to enhancing the work the City is doing?
3. Are you going to request funding from all municipalities?

Please note I have copied staff in Engineering and Citizen Engagement and Strategic Planning for their information.

Please 'reply' to this email, at publichearings@victoria.ca with your response. As this is a time-sensitive application process, we would appreciate your response as soon as possible, and no later than 11:00 am **on Wednesday, July 22**.

For reference, below is the link to the archived video of the meeting where you can listen to the questions should you wish for more detail:

<http://www.victoria.ca/EN/main/city/council-webcasting.html>

Thank-you,

Christine Havelka
Secretary – Council Committees
Legislative & Regulatory Services