



# #BIKETORIA

## *Community Engagement Results*

Prepared by 8 80 Cities  
January 2016



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# The highlights

This report summarizes feedback and ideas that Victoria residents and stakeholders provided over a six-week period from October-December 2015. Diverse engagement methods and information collection tools were used in this process including mapping exercises, dotmocracy activities, online surveys, and social media campaigns. The statistics below provide a high-level summary of the key themes that emerged through the process.

**2,500** people, at minimum, participated in the #BIKETORIA engagement process by attending events, writing emails, interacting on social media, or completing surveys

**78%** of survey respondents agree the proposed AAA network connects them to the places they want to go

**70%** of survey respondents agree that they will bike more once the AAA network is built

**71%** of survey respondents agree the AAA network comes close enough to their home

**19%** of survey respondents live outside of Victoria

**65%** of engagement event participants do not normally get around by bike

**73%** of engagement event participants feel their input was valued and will help shape #BIKETORIA

**Safety matters** - 596 survey respondents are excited for the AAA network to improve safety for cycling

**Congestion is a concern** - 219 survey respondents are concerned about potential traffic impacts of the AAA network

**Quality counts** - Engagement event participants favoured images of case study bike lanes that featured landscaping and had high aesthetic value. Survey participants want to see broader streetscape improvements included as part of this process.

***“I am both an avid cyclist and a motorist, so I understand both sides. We need to educate both sides and build a more cooperative situation on our roads. Hopefully the bicycle network will help to close the gap.”***

- Survey respondent

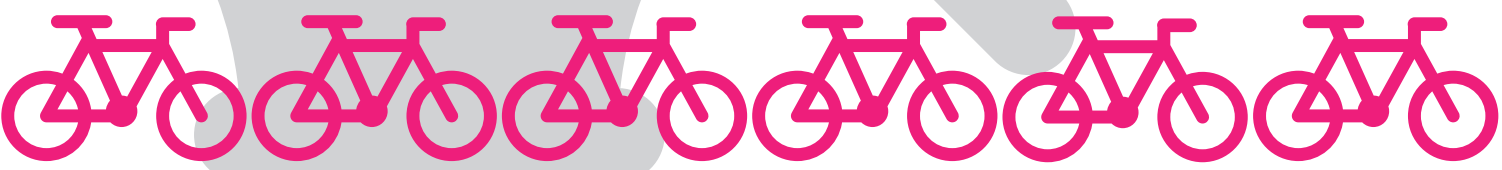
*“We have made a good start, let's keep it going and hope to balance the naysayers in favour of having space for everyone on Victoria's streets.”*

*- Survey respondent*





# Engagement Channels



# #BIKETORIA Summit & Engagement Events

On November 1 and 2, over 400 residents, stakeholders, and community leaders came to learn about Victoria's 2018 All Ages and Abilities bike network and share feedback with the #BIKETORIA team. This latest phase of cycling engagement began on November 1 at the Cook Street Pop-Up event hosted by the Greater Victoria Placemaking Network and the Greater Victoria Cycling Coalition, where residents test rode a separated bike lane and provided input on the proposed AAA network. Immediately following that, nearly 200 residents came to hear Mayor Lisa Helps, Gil Penalosa of 80 Cities, and Mia Birk of Alta Planning + Design speak about the future of biking in Victoria. On November 2, the #BIKETORIA team displayed information about the AAA network and collected resident feedback during the #BIKETORIA Engagement Labs at the Central Library and at Wharf St. and Government St.

## ***Attendance***

Attendance at each #BIKETORIA engagement event exceeded identified targets.

- 50 people attended the event on Cook St. and Dallas Rd.
- 220 people attended the #BIKETORIA Summit at the Victoria Conference Centre
- 110 people attended the Engagement Lab at the Central Library
- 30 people attended the Engagement Lab at Wharf St.

Approximately 410 people attended the four events.



# #BIKETORIA

## Neighbourhood Salons

On December 1 - 3, 2015 the #BIKETORIA team hosted three Neighbourhood Salons in three different areas of the city. The Salons were held in popular and accessible community hubs, and organized as informal open house events.

The events were promoted in the Times Colonist and on the City of Victoria's social media channels. Direct invitations were sent to members of local neighbourhood and business associations, who then spread the information throughout their networks.

The purpose of the Neighbourhood Salons was to present information and collect feedback on the recommended network and priority corridors, as well as the preferred concepts for each corridor. The Salons were designed to solicit feedback and spark conversations about the micro, neighbourhood-specific benefits and impacts of each corridor. Visual display boards and maps were used to illustrate corridor design options, while surveys and interactive engagement methods were used to collect resident feedback on those options.

Approximately 250 people attended the three events.

### ***Locations & focus areas***

#### **December 1, 2015**

##### **Cook Street Village**

Focus neighbourhoods: James Bay, Fairfield, Rockland, Gonzales, North/South Jubilee

#### **December 2, 2015**

##### **Caffe Fantastico**

Focus neighbourhoods: North Park, Harris Green, Fernwood, Oaklands, Hillside/Quadra

#### **December 3, 2015**

##### **Habit Coffee**

Focus neighbourhoods: Victoria West, Downtown Victoria, Burnside



# Technical Advisory Committee

The #BIKETORIA Technical Advisory Committee (TAC) provides feedback and detailed analysis on the proposed 2018 All Ages and Abilities network. The TAC is comprised of diverse stakeholders to ensure this process is inclusive of a wide variety of perspectives.

Members of the TAC include individuals from the following stakeholder groups:

- > Business Community
- > Cycling Community
- > Placemaking
- > Urban Design / Architecture
- > Healthy Communities
- > All Ages and Abilities
- > Accessibility
- > Students
- > Safety
- > Equitable representation by gender
- > Sustainable Transportation
- > City of Victoria

Technical Advisory Committee members are responsible for:

- > Reviewing information provided by the City and its consultants and provide comments, concerns, ideas and opportunities to be considered in developing the cycling network;
- > Promoting and raising awareness about the cycling network among the group or agency they represent and with the broader public;
- > Acting as a representative of a larger stakeholder group where applicable; and
- > Providing technical feedback relative to their organization's mandate where applicable.

The Technical Advisory Committee met on September 21, 2015 to review the proposed network and provide feedback on the challenges, opportunities and possibilities of each corridor. The second meeting took place on November 18, 2015 for the committee members provide more specific input on the preferred facility design on each of the corridors. The third meeting was held on December 15 to present detailed conceptual corridor designs. A final meeting was held in January 2016.





# Social Media

All posts and comments about the 2018 All Ages and Abilities Network were tracked using the #BIKETORIA hashtag. The findings below reflect social media activity from October 17, 2015 - January 31, 2016.

## Facebook

**310** Facebook comments/replies on the City of Victoria's Facebook page

**944** "Likes" for Facebook posts with the #BIKETORIA hashtag

**152** Additional Facebook posts using the #BIKETORIA hashtag

**193** "Shares" for Facebook posts with the #BIKETORIA hashtag

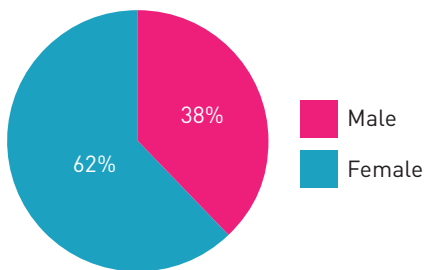
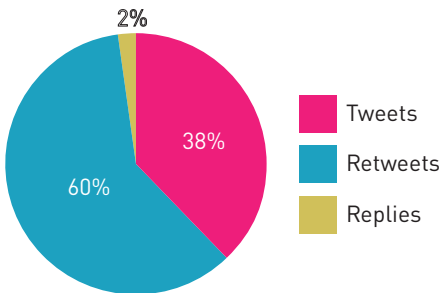
## Twitter

**460** Tweets using the #BIKETORIA hashtag

**310,997** Accounts reached

**689,615** Impressions made

**106** Twitter users interacted directly with the hashtag



## Instagram

**39** Images posted with the #BIKETORIA hashtag

**1,216** "Likes" for images with the #BIKETORIA hashtag

## Keywords on Twitter & Facebook

Mayor Lisa Helps (92)	All Ages and Abilities (27)
Gil Penalosa (74)	Safety (25)
Bike lanes (70)	Road (25)
Summit (68)	Salon (16)
Survey (50)	Drive (13)
Community (50)	Inspire/vision (11)
Mia Birk (44)	Connect (8)
Cook Street (29)	Minimum grid (5)
Route (32)	

# Local Media Coverage

The #BIKETORIA team has actively reached out to local media sources at important project milestones to ensure that information about the network and engagement opportunities are widely available. The response from media has been positive as they recognize the significance of the #BIKETORIA project to their audience. Key media coverage is listed below:

***Cook Street businesses clear confusion over bikes***

CTV News (online video: January 26, 2016)  
<http://goo.gl/QXZAdg>

***Plan strives to make Victoria "the best small cycling city in the world"***

Vancity Buzz (online: Jan. 25, 2016)  
<http://goo.gl/ZETHdP>

***Editorial: It's a rocky road to cycling utopia***

Times Colonist (online: Jan. 21, 2016)  
<http://goo.gl/LSfzdO>

***Cook Street bike lanes bring worries about fewer parking spots***

Times Colonist (online: January 20, 2016)  
<http://goo.gl/mbTb4C>

***Victoria's "Biketoria" initiative becomes the subject of an undergraduate course for UVic students***

Canadian Cycling Magazine (online: Jan. 8, 2016)  
<http://goo.gl/pC4hYs>

***Biketoria course gives students a chance to work on real-life project - See more***

Times Colonist (online: Jan. 8, 2016)  
<http://goo.gl/2X55HO>

***Biketoria: pedalling in the right direction***

Times Colonist (online: December 16, 2015)  
<http://goo.gl/pOeFJV>

***#Biketoria Salons hit the road this week***

Times Colonist (online: December 1, 2015)  
<http://goo.gl/W1pVE5>

***Comment: Bike plan offers more symbols than solutions***

Times Colonist (online: November 30, 2015)  
<http://goo.gl/LjwHn6>

***Victoria's Ticket to Ride***

Times Colonist (online: November 19, 2015)  
<http://goo.gl/6r2aZT>

***Victoria Harbour pathway project inches forward***

CFAX 1070 (online: November 19, 2015)  
<http://goo.gl/umP0le>

***Victoria's civic bike project, "Biketoria," plans to overhaul eight downtown routes in the B.C. capital***

Canadian Cycling Magazine (online, November 13, 2015)  
<http://goo.gl/ToZs1X>

***Victoria rolls out grand vision for bicycle routes: Council hopes \$7.75-million plan will make capital "the best small cycling city in the world"***

Times Colonist (online, November 12, 2015)  
<http://goo.gl/4uvN33>

***Victoria tries 'pop-up' bike lane***

Chek News (online video: November 1, 2015)  
<http://goo.gl/uFAFEO>

***#BIKETORIA cycling summit brings experts to Victoria***

Times Colonist (online, Oct. 30, 2015)  
<http://goo.gl/uXwEXs>

***Bike lanes in Victoria could be significantly expanded: Biketoria plan calls for more complete network suitable for all ages and experience levels***

CBC (online: October 23, 2015)  
<http://goo.gl/AMTT2U>

***Victoria eyes expanding bike lane network:***

*Cyclists in Victoria could have some more options when it comes to getting around if city council passes a new plan.*

CBC, All Points West (radio interview: Oct. 22, 2015)  
<http://goo.gl/EztUqT>

*“Good efforts here  
- I like living in  
Victoria where  
things happen and  
we have a mayor  
willing to see  
things for the  
future benefit of  
all.”*

*- Survey respondent*

# Survey findings





# Survey findings

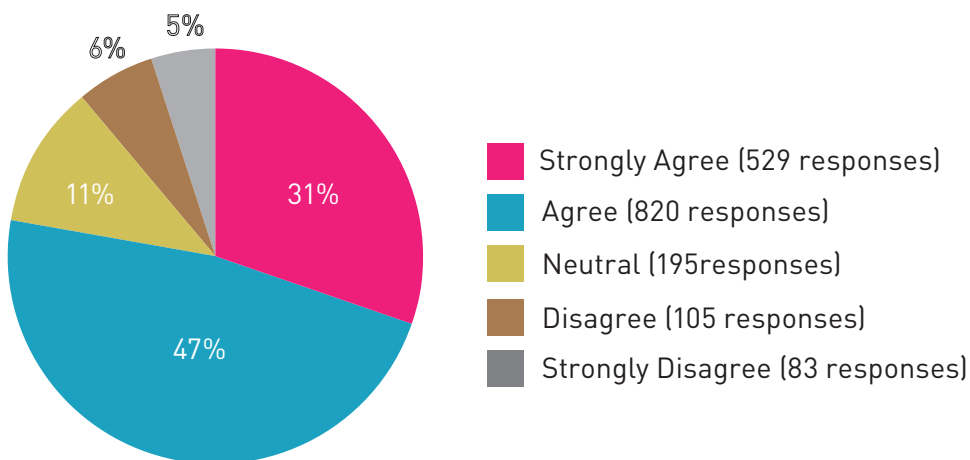
The following results are from the #BIKETORIA online surveys and paper surveys. Online survey responses were collected from October 27 - November 15, 2015. During that time 1,613 surveys were completed. The paper surveys were collected during the #BIKETORIA events on November 1-2, 2015. The paper surveys were completed at the Cook Street Pop-Up event and #BIKETORIA Summit on November 1, and during the two #BIKETORIA Engagement Labs at the Central Library and on Wharf Street on November 2. During those events, 124 paper surveys were collected.

*"I'm excited to have another safe option for transportation! It would be great to bring my kids up in a city that values greener transportation!"*

- Survey respondent

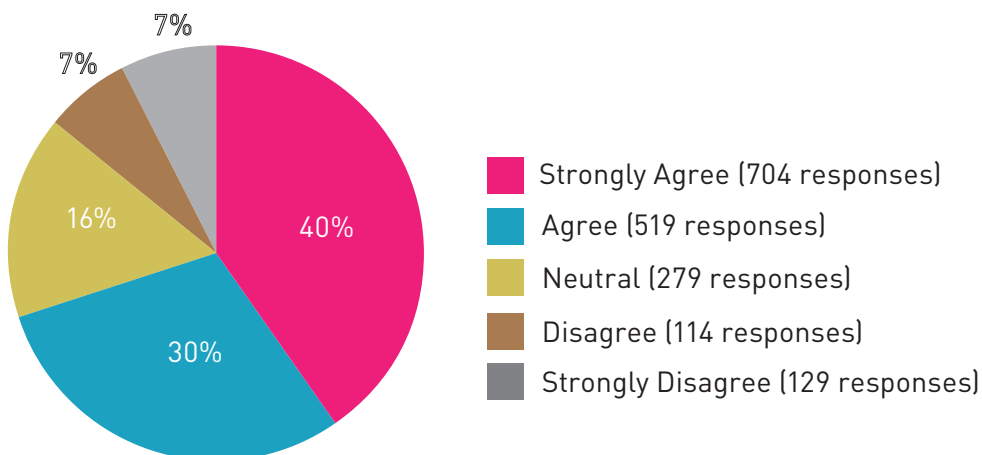
## Question 1. The proposed bicycling network connects you to the places you want to go.

Responses: 1,732



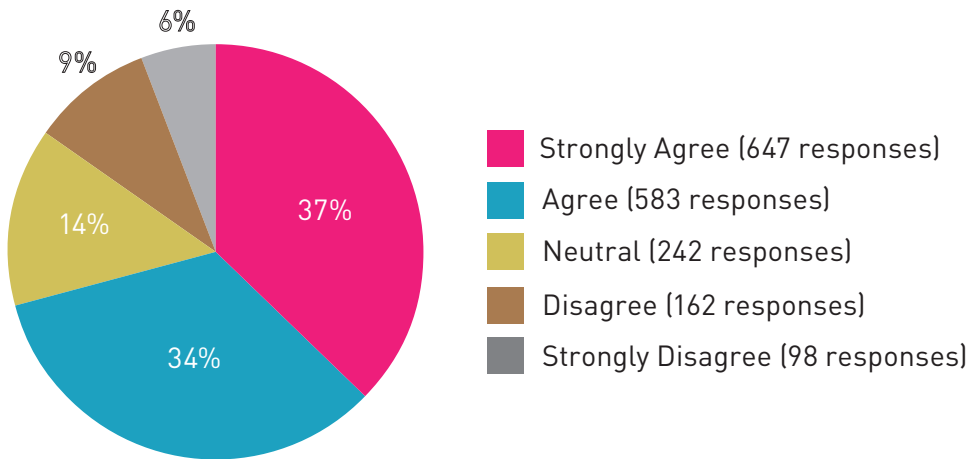
## Question 2. I will bike more once this new 2018 AAA Network is built.

Responses: 1,745



**Question 3. The proposed bicycling network comes close enough to my home.**

Responses: 1,732



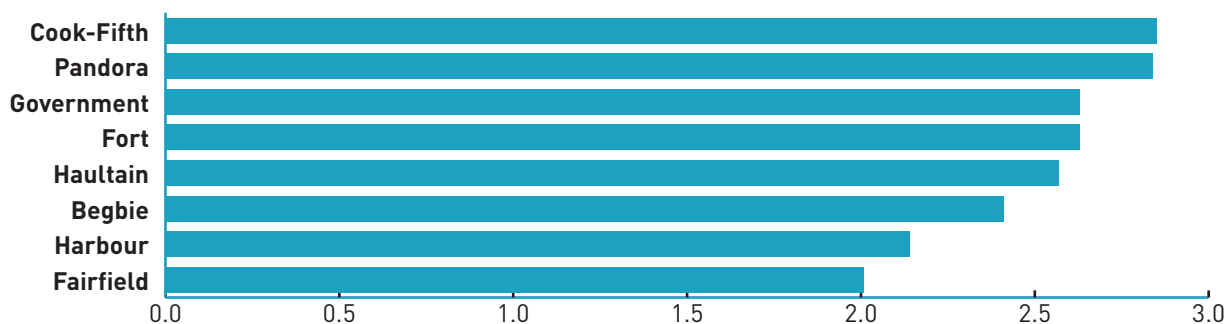
**Question 4. Please rank the proposed corridors in order of importance to you (1 being least important, 4 being most important).**

Responses: 1,574

\*Numbers in beige represent total votes for that ranking

EW Corridors	1	2	3	4	Average
Haultain-Bay	538	274	314	448	2.57
Pandora	467	547	404	153	2.84
Fairfield	255	229	344	740	2.01
Fort	338	531	496	207	2.63
NS Corridors	1	2	3	4	Average
Government-Gorge	371	474	498	218	2.63
Cook-Fifth	525	478	391	178	2.85
Begbie-Shelbourne	415	326	316	509	2.41
Harbour-Wharf-Belleville	285	299	342	637	2.14

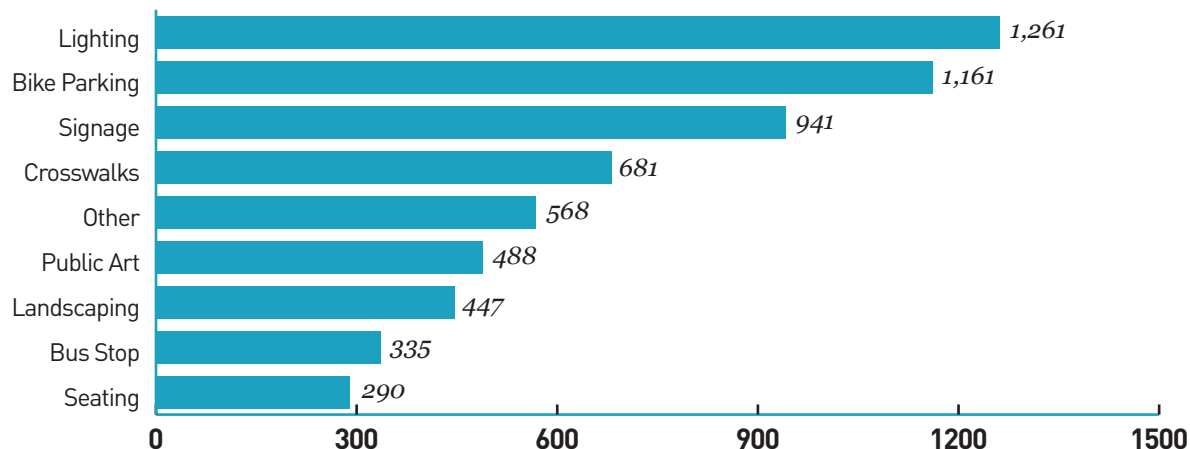
**Corridor ranking averages**



**Question 5. What specific types of amenities would you like to see included in the proposed network?**

**Select all that apply.**

Responses: 1,699



**\* Common “Other” Responses**

- Physically separated bike lanes (179)
- Access to drinking water (70)
- Traffic signs (51)
- Signal lights for bikes (45)
- Tools/repair stations (34)
- Washrooms (33)
- Bike pumps (24)
- More safety features (22)
- Maps/information (16)
- Signal lights for bikes (13)
- Traffic calming (12)



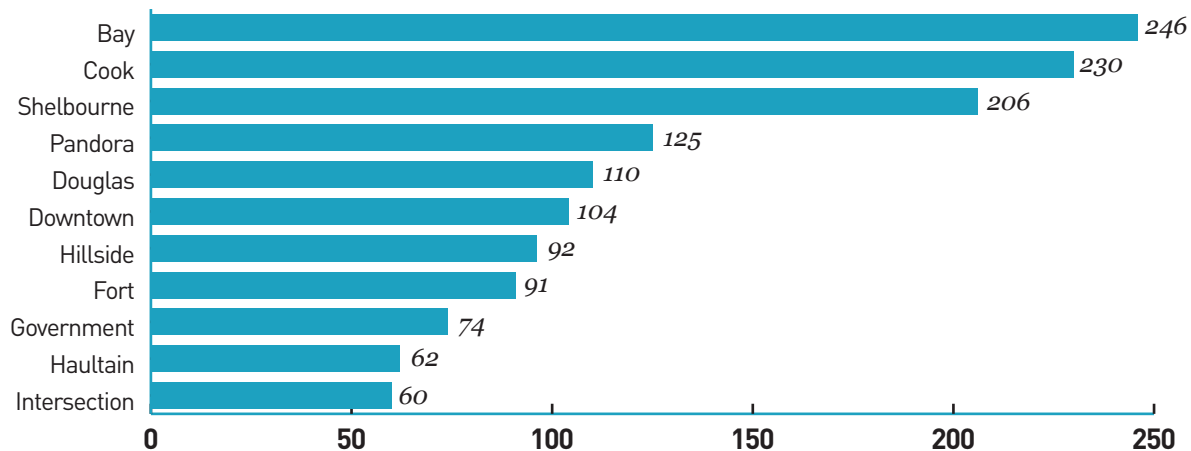
*“This is a great project; I’m looking forward to seeing the results. Safe and accessible bike networks are essential to any community.”*

*- Survey respondent*

**Question 6. Where in the network are you concerned for your safety?**

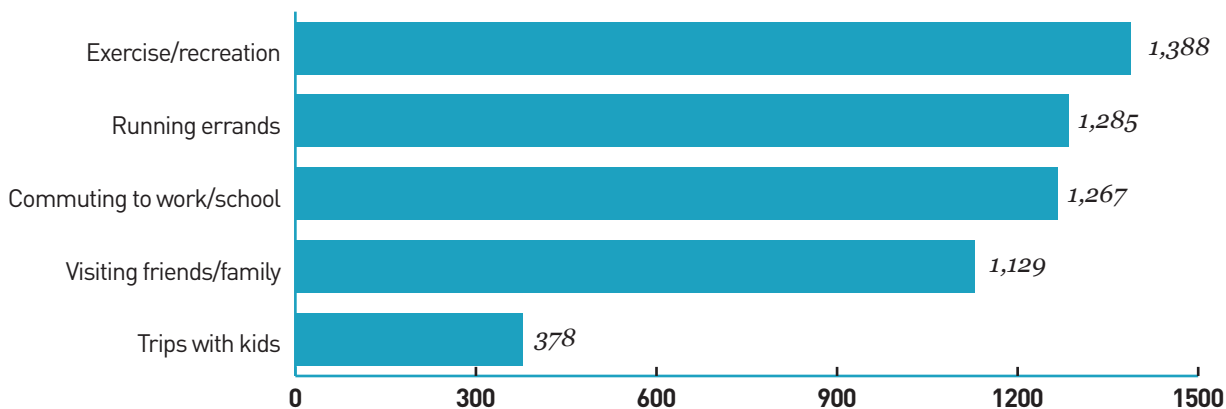
This question appeared an open-form, short answer format. The chart below illustrates the most common keywords.

Responses: 1,096



**Question 7. Once the proposed network is complete, what types of trips will you make by bike?**  
**Select all that apply.**

Responses: 1,653



***“Connecting the bicycle networks both within and between municipalities is very important to ensure that people can travel further distances by bike. Bicycle lanes that suddenly end with no option for cyclists to continue safely are dangerous.”***

**- Survey respondent**



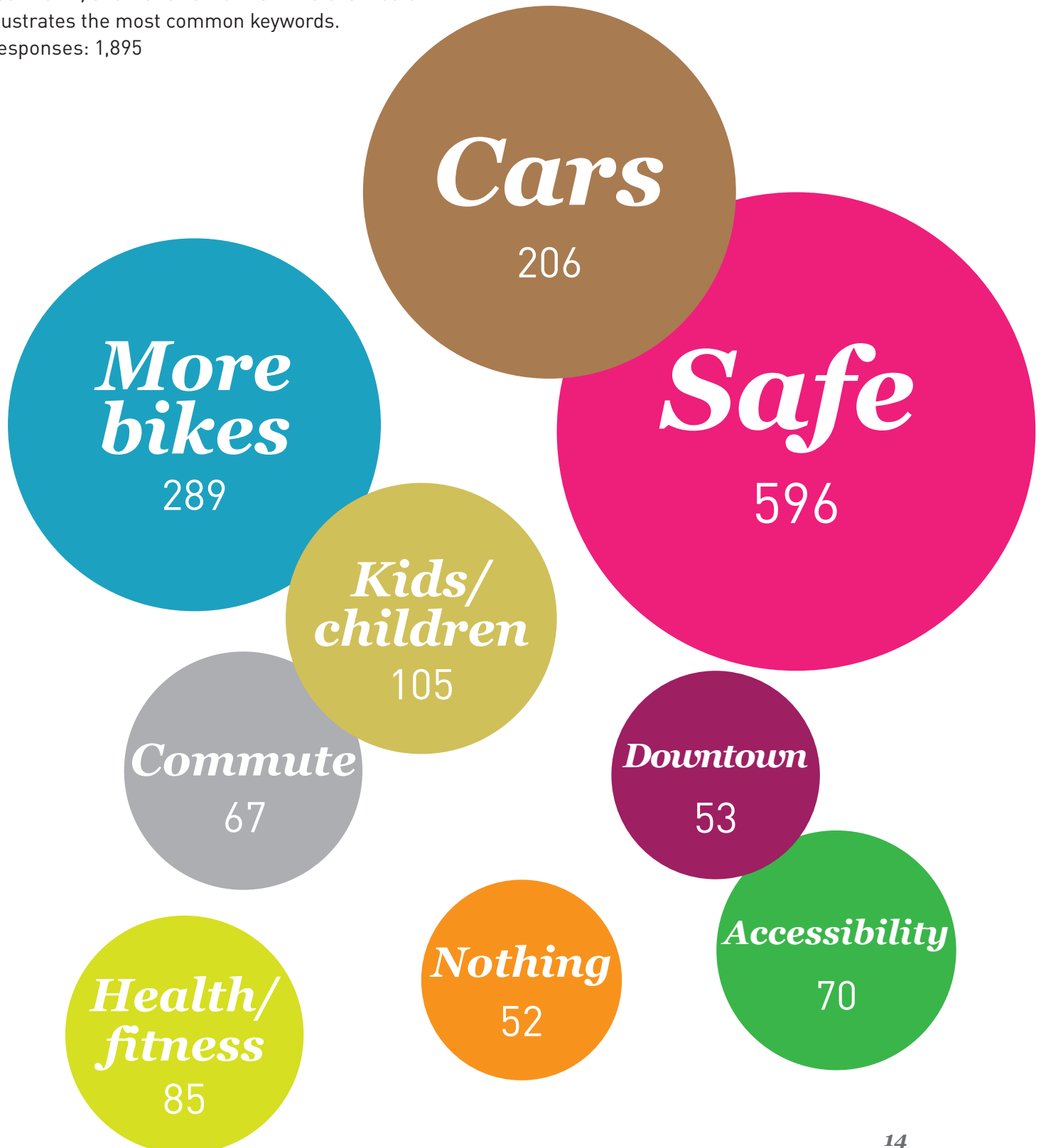
# *I'm most excited for...*

This question appeared in online and print surveys in an open-form, short answer format. The chart below illustrates the most common keywords.

Responses: 1,895



*In addition to surveys, attendees of the #BIKETORIA engagement event were asked to write what excited/concerned them about the AAA network on postcards (see page 17). Key findings from the postcard messages have been combined with the survey results on page 15 and 16.*



# *I'm most concerned about...*

This question appeared in online and print surveys in an open-form, short answer format. The chart below illustrates the most common keywords.

Responses: 1,612

*I'm concerned that there is no obvious connection to the municipalities on Victoria's borders. Can these connections be achieved?*  
- Survey respondent



# What's your style?

The 2018 All Ages and Abilities Network will consist of three distinct types of cycling facilities. At the #BIKETORIA engagement events, we displayed a board with images of four different styles of each of the three types of cycling facilities. Participants were asked to vote for their favourite style of each facility type using stickers. The participants were instructed to consider safety and comfort for people of all ages and abilities when making their selection. The numbers represent how many stickers appeared under each image, and the percentage show the proportion of votes each style received in their respective categories.

**Protected Bike Lane:** Exclusive bike facilities that are physically separated from motor vehicle travel lanes and the sidewalk, but are located on-street.



**Neighbourhood Greenway:** Shared bike routes on local streets with lower traffic volumes that have been optimized to prioritize bicycle traffic.



**Off-Street Pathway:** Physically separated from motor vehicles and provide sufficient width to be used by cyclists and non-motorized users.



# General comments

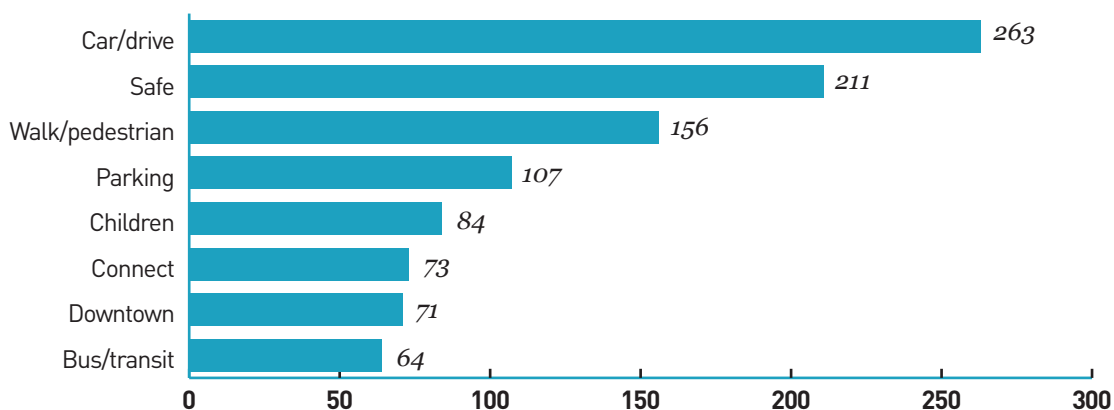
We received **761 general comments** through surveys and **85 emails** with feedback and ideas on the AAA network.

## Common responses:

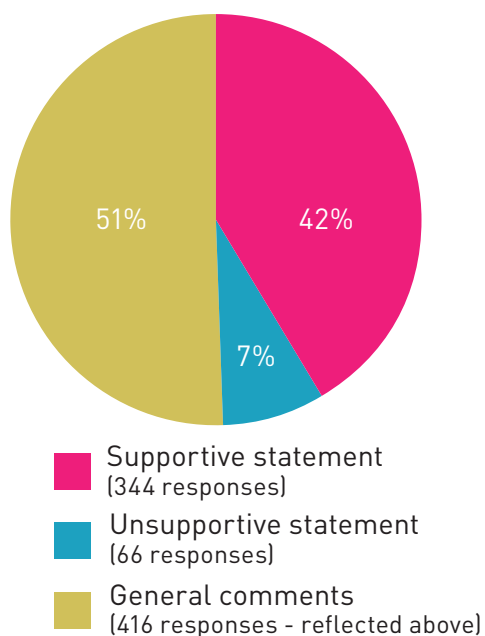
The final question on the paper and online surveys invited people to submit final thoughts or ideas about the network. In total, 761 open-ended comments were submitted.

Stakeholders were also invited to send emails to [biketoria@urbansystems.ca](mailto:biketoria@urbansystems.ca) with feedback and ideas. In total, 85 emails were received from October 27, 2015 to January 31, 2016. The chart below illustrates the most common terms and phrases from the survey comments and the emails.

Responses: 846



## Level of support for the AAA network among general comments:



*“Cyclists and drivers need to understand each other better. Drivers need to understand that cyclists are members of this community too and are as entitled as drivers to have transportation routes designed for their use. With that said, cars aren't going away, so we can't lose sight of their needs either.”*

- Email respondent



*“If #BIKETORIA is to serve kids who live in Victoria as intended, we need to explicitly consider bike travel to and from schools. It makes sense to focus attention around places where we know that kids and parents travel to every day, twice a day, five days a week: school.”*

*- Survey respondent*



# Corridor Feedback



# Corridor Feedback

We asked residents for input and ideas on both the macro and micro scale. Each corridor in the AAA network must work together to create a connected and accessible bike grid. That's why we wanted to collect as much feedback as possible on the designs, locations, opportunities, and potential drawbacks of each corridor.

The corridor-specific questions were asked in two ways:

1) The online and print surveys asked stakeholders to rank each east/west and north/south corridor in order of priority. The print surveys were available at the #BIKETORIA Summit events, as well as the Neighbourhood Salons.

2) Corridor-specific surveys were available at the #BIKETORIA Summit events. Each corridor had its own survey, and attendees were invited to comment on as many of the eight corridors as they chose. Updated corridor-specific surveys were also available at the Neighbourhood Salons. These surveys asked residents to identify their level of support for specific segments of the corridor, as well as design and route options.

The patterns that emerged from this process will help the #BIKETORIA team to troubleshoot challenging sections of the corridors and select appropriate design treatments.

The results of the Neighbourhood Salon surveys are separated by event to highlight the different patterns that emerged in each neighbourhood. The variations highlight the fact that each neighbourhood will have be uniquely impacted by each corridor. The events are as follows:

## **December 1, 2015** **Cook Street Village**

Focus neighbourhoods: James Bay, Fairfield, Rockland, Gonzales, North/South Jubilee

## **December 2, 2015** **Caffe Fantastico**

Focus neighbourhoods: North Park, Harris Green, Fernwood, Oaklands, Hillside/Quadra

## **December 3, 2015** **Habit Coffee**

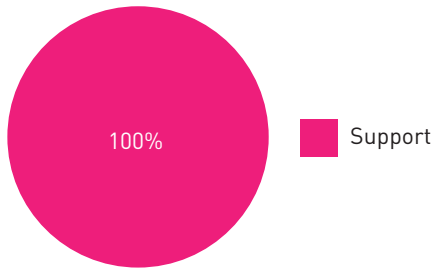
Focus neighbourhoods: Victoria West, Downtown Victoria, Burnside



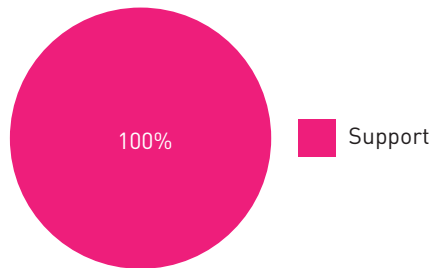
# Government-Gorge

## December 1 Salon

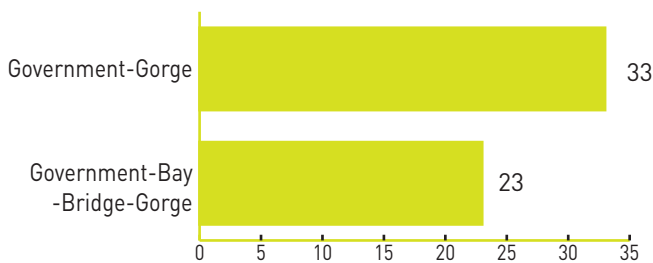
**Pandora to Yates (n=46)**



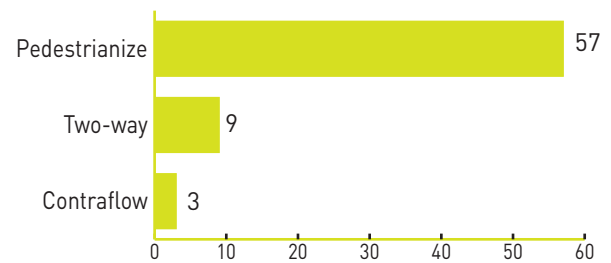
**Yates to Bay (n=44)**



**Route options (n=57)**

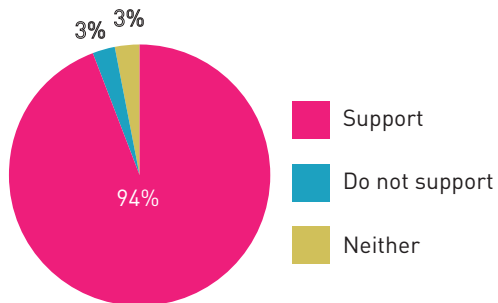


**Design options (n=69)**

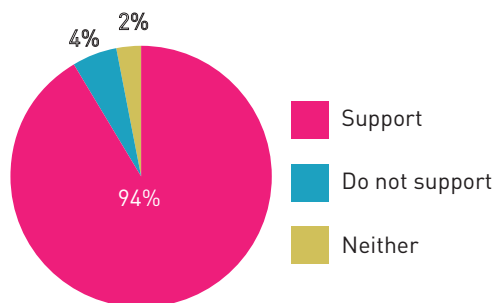


## December 2 Salon

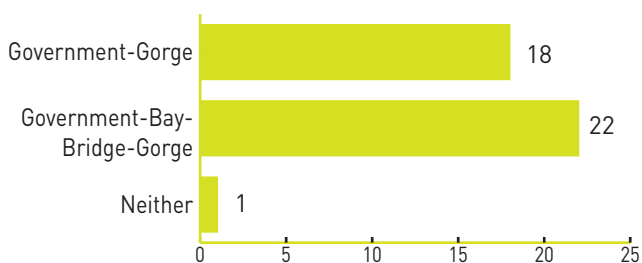
**Pandora to Yates (n=35)**



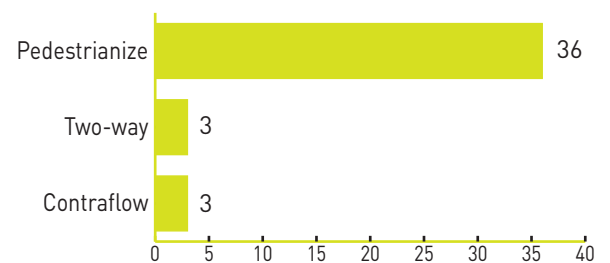
**Yates to Bay (n=35)**



**Route options (n=41)**



**Design options (n=69)**

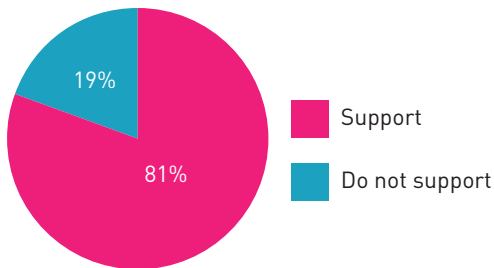




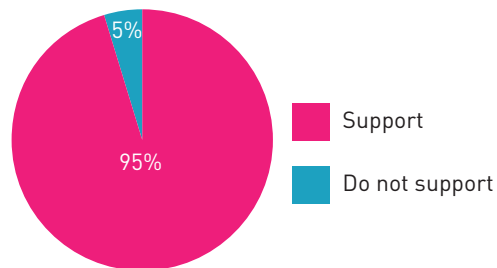
# Government-Gorge

## December 3 Salon

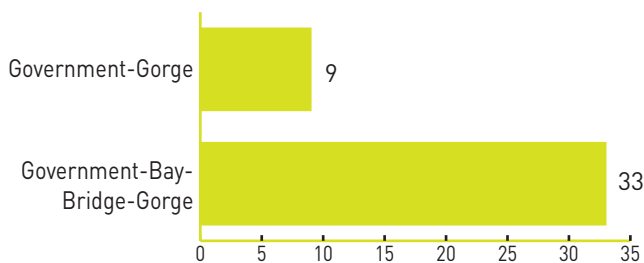
**Pandora to Yates (n=36)**



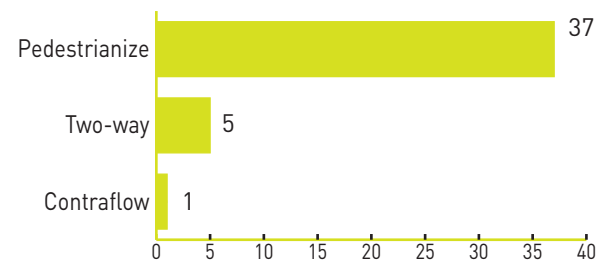
**Yates to Bay (n=43)**



**Route options (n=42)**

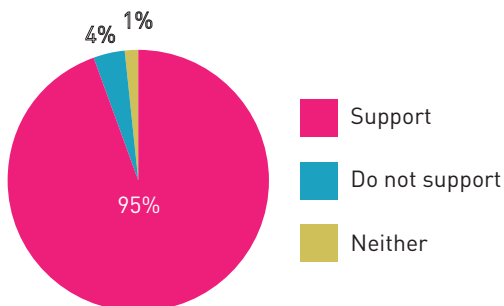


**Design options (n=43)**

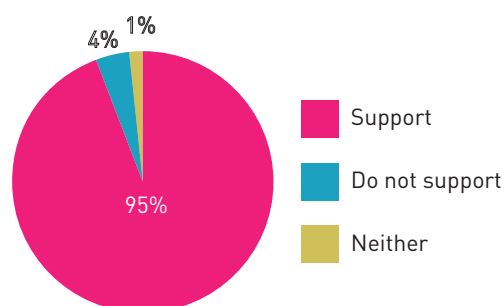


## Aggregated

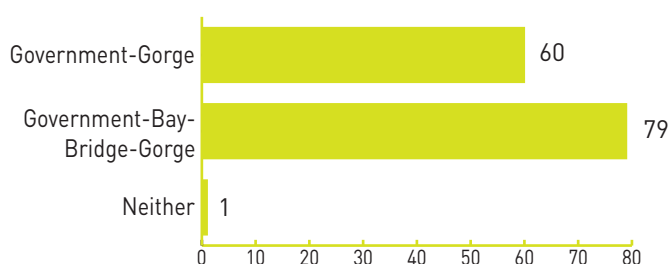
**Pandora to Yates (n=128)**



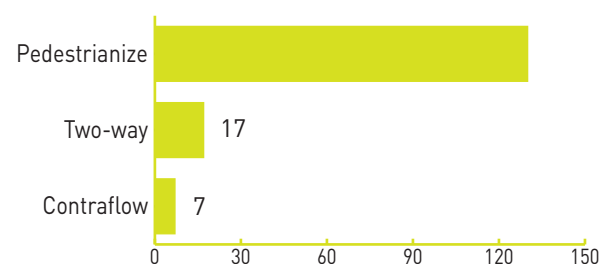
**Yates to Bay (n=124)**



**Route options (n=140)**

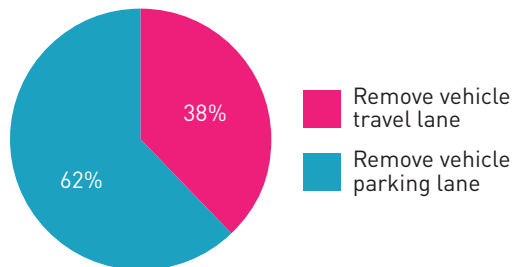


**Design options (n=154)**

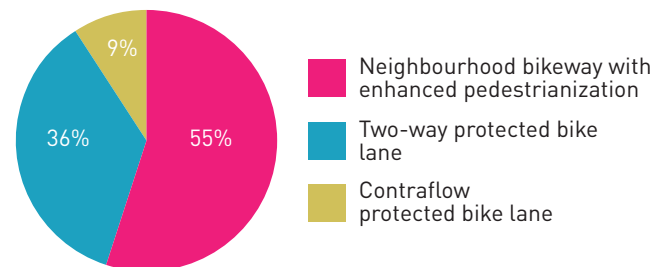


## Summit Surveys

If protected bike lanes are installed north of Yates, this would require removing either vehicle parking lane or vehicle travel lane. Which of these options would you prefer? (n=13)

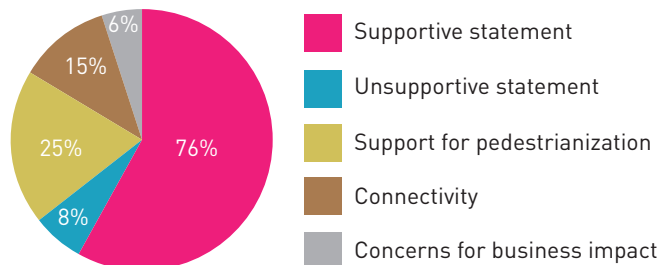


Which option do you prefer south of Yates? (n=13)



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 48)



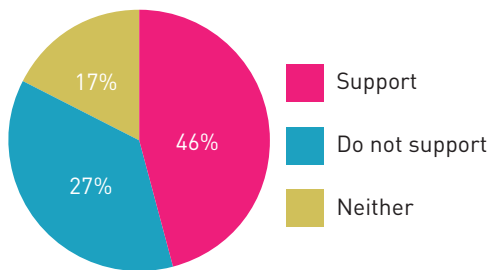
*"I'm in favour of closure to traffic on Government, but this needs more specificity regarding loss of parking spots. There needs to be an impact assessment to ensure this doesn't threaten business livelihood."*

- Survey respondent

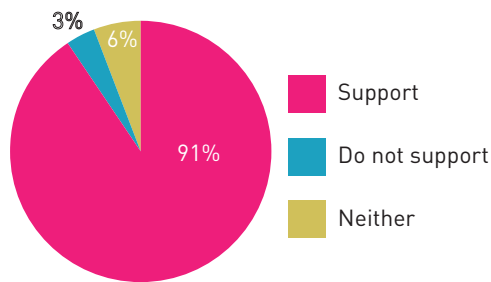
# Harbour Edge

## December 1 Salon

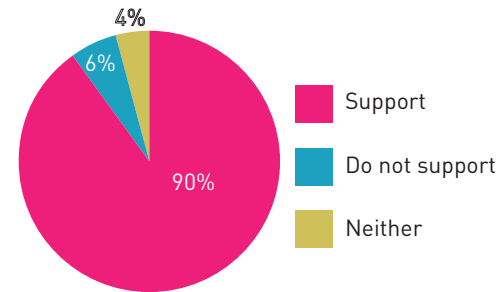
**Pendray to Erie (n=63)**



**Wharf / Belleville (n=53)**

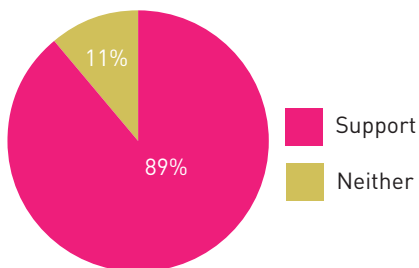


**Harbour Road (n=50)**

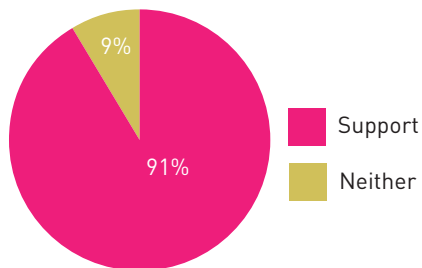


## December 2 Salon

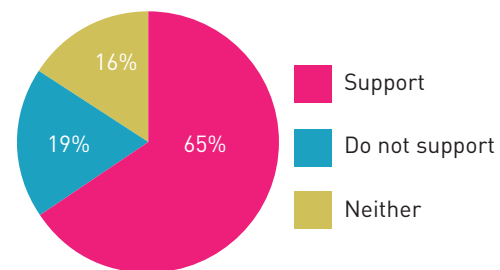
**Pendray to Erie (n=27)**



**Wharf / Belleville (n=35)**

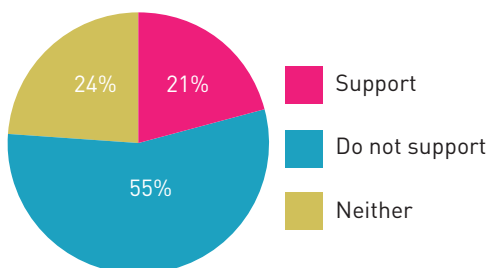


**Harbour Road (n=32)**

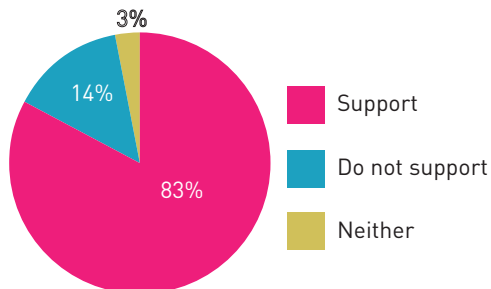


## December 3 Salon

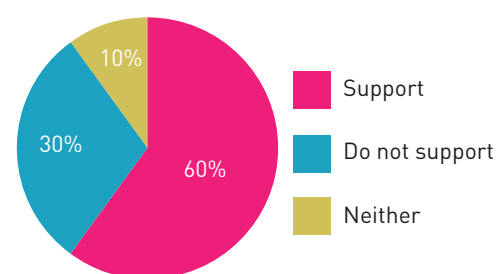
**Pendray to Erie (n=38)**



**Wharf / Belleville (n=35)**



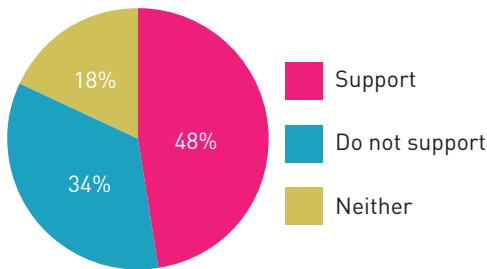
**Harbour Road (n=50)**



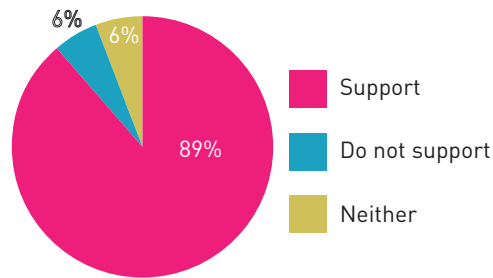
# Harbour Edge

## Aggregated

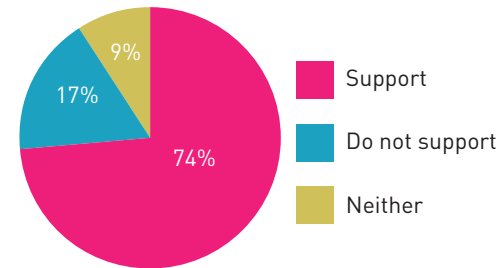
Pendray to Erie (n=128)



Wharf / Belleville (n=123)

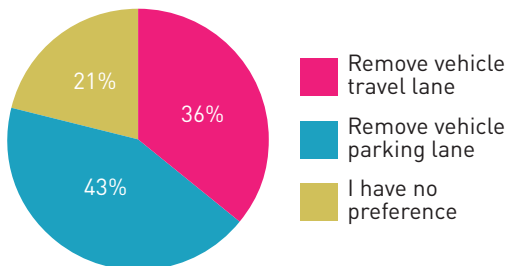


Pendray to Erie (n=122)



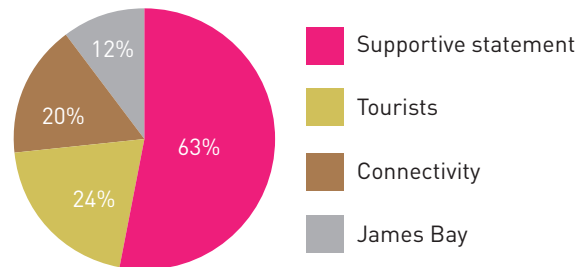
## Summit Surveys

If protected bike lanes are installed, which of the following options would you prefer? (n=14)



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 41)

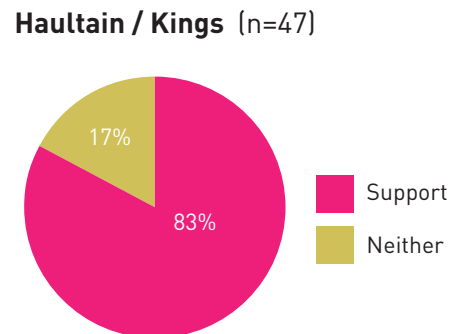
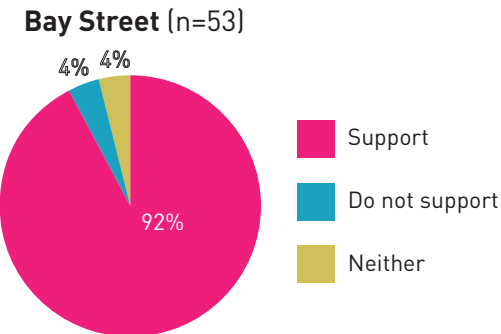


*“Wharf! Great opportunity for a safe, fun experience for tourists with buffered two-way lanes on Wharf. Need to make sure two-way Wharf bike lane easily connects to Johnson St bridge.”*

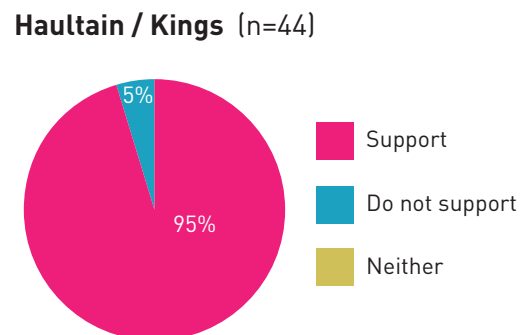
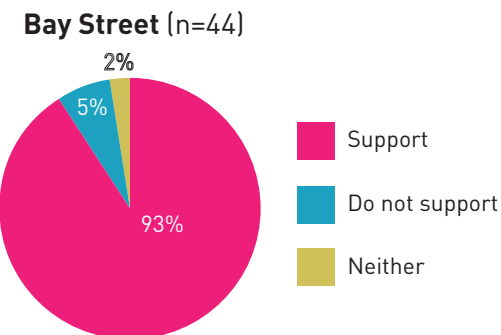
- Survey respondent

# Haultain-Bay

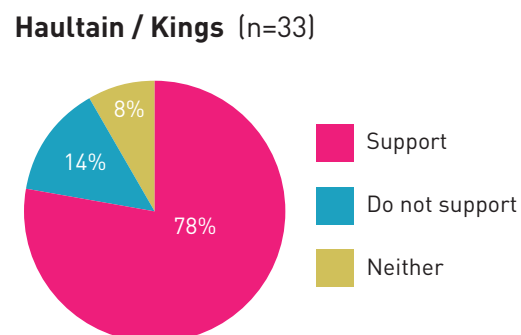
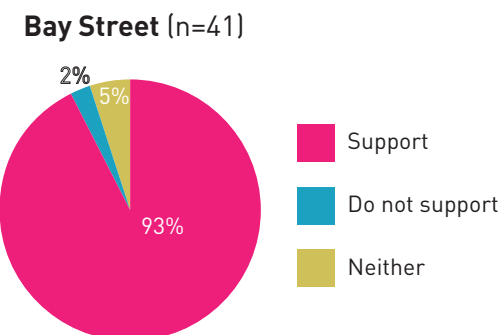
## December 1 Salon



## December 2 Salon

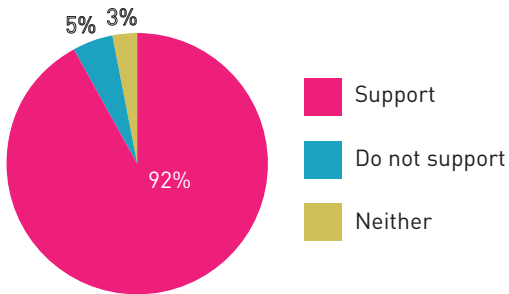


## December 3 Salon

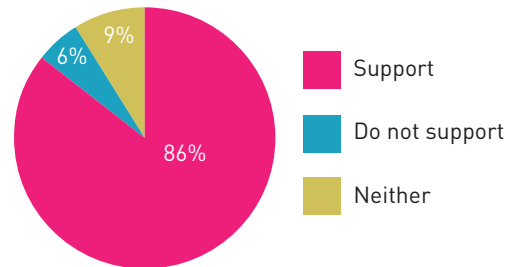


## Aggregated

**Bay Street (n=138)**

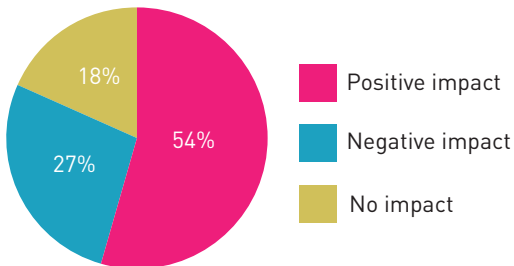


**Haultain / Kings (n=127)**



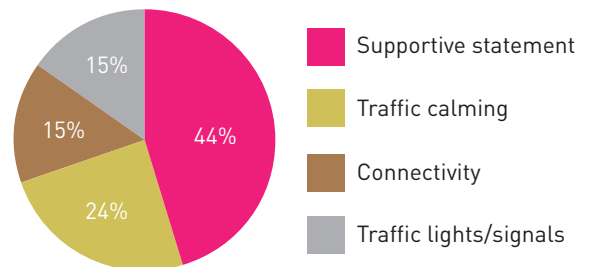
## Summit Surveys

If protected lanes are installed on Bay, this would require removing two vehicle travel lane. How would this have a day to day-to-day impact on you? (n=13)



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 54)



*“Make sure to calm around Cedar Hill Road. People use Haultain as a short-cut. Traffic calming necessary. Make it easier to connect with Cook, Bay, and Vancouver Streets.”*

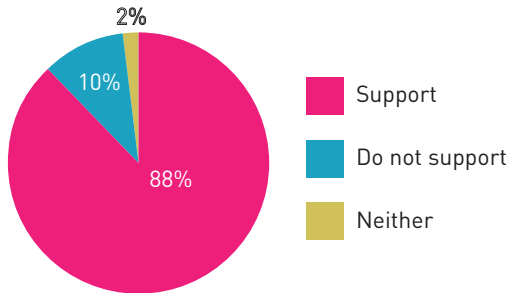
- Survey respondent



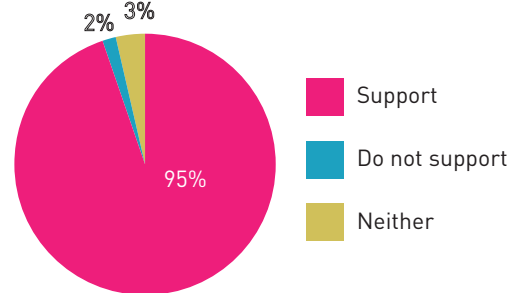
# Fort Street

## December 1 Salon

Wharf to Yates (n=58)

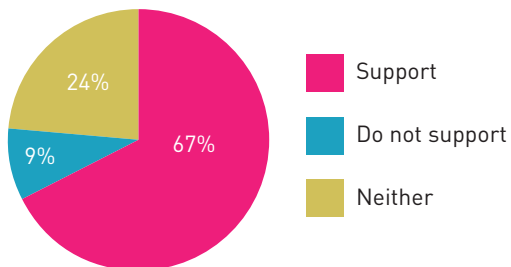


Yates to Pandora (n=59)

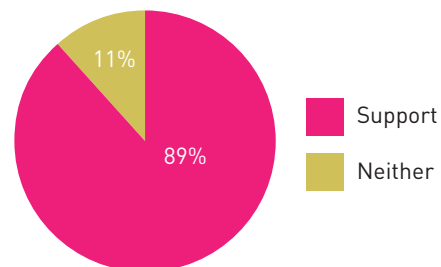


## December 2 Salon

Wharf to Yates (n=34)

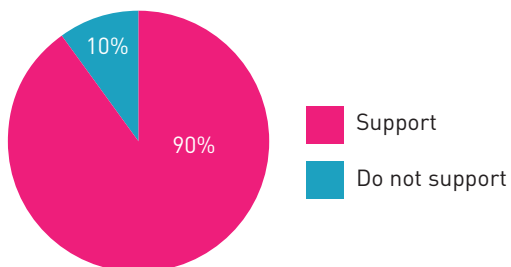


Yates to Pandora (n=35)

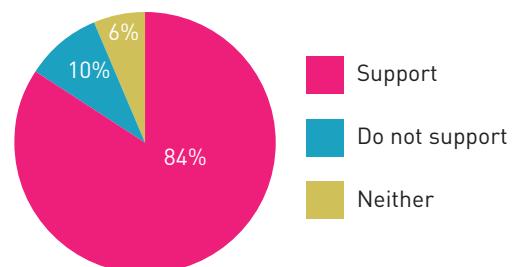


## December 3 Salon

Wharf to Yates (n=41)

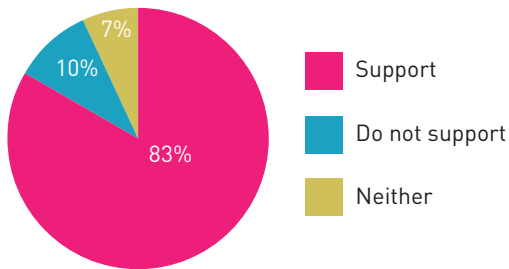


Yates to Pandora (n=32)

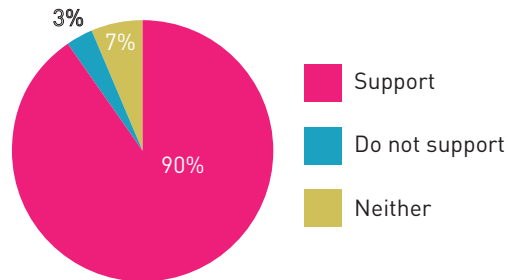


## Aggregated

Wharf to Yates (n=133)

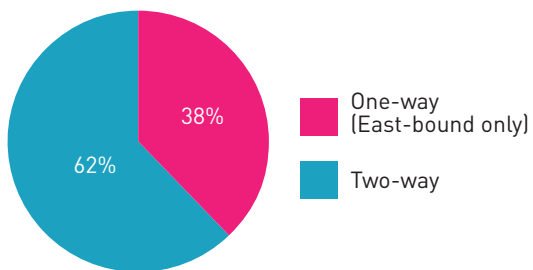


Yates to Pandora (n=126)



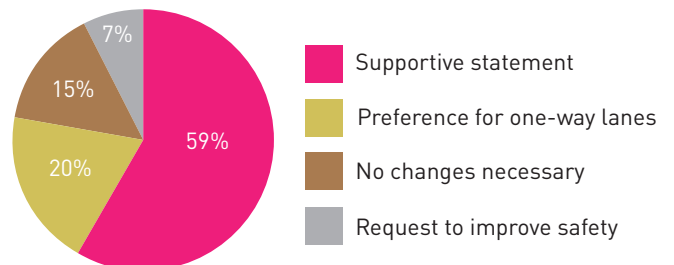
## Summit Surveys

Which option do you prefer? (n=16)



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 41)



*“Fort previously introduced bike lanes and this was tremendously beneficial. More upgrades are doable, realistic, and would get high volumes.”*

- Survey respondent

*“Two-way track is too narrow. Should be one-way, paint only. Every cyclists stopping to arrive at destinations will block riders behind.”*

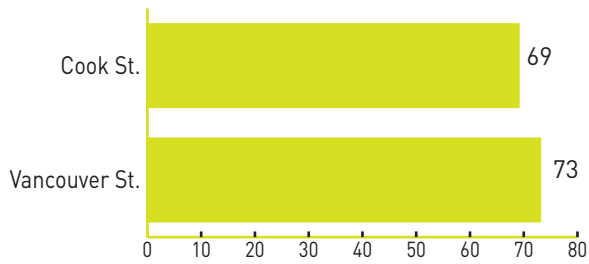
- Survey respondent

# Cook Street

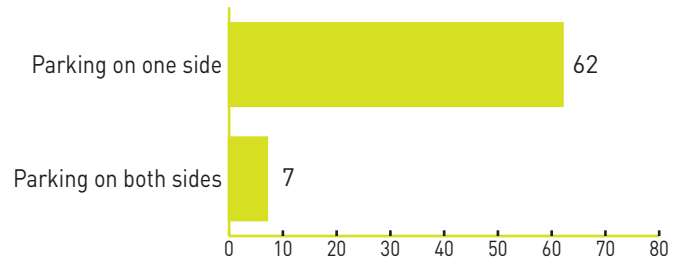
*\* NOTE: At the December 1 salon participants were only asked to provide input on the design option of Cook Street. A participant added the Vancouver Street alignment and participants placed their stickers on the option. At subsequent salons participants were specifically asked for input on the two route options.*

## December 1 Salon

**Route options (n=142)**

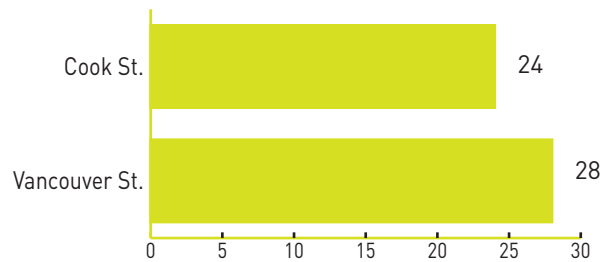


**Design options (n=69)**

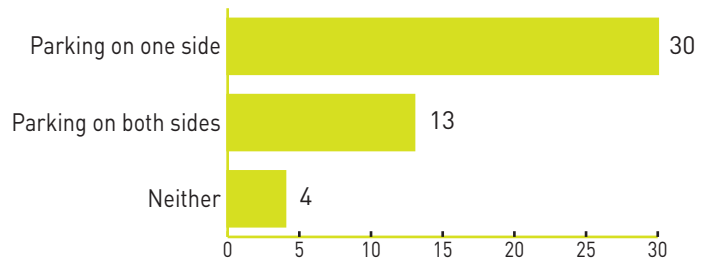


## December 2 Salon

**Route options (n=62)**

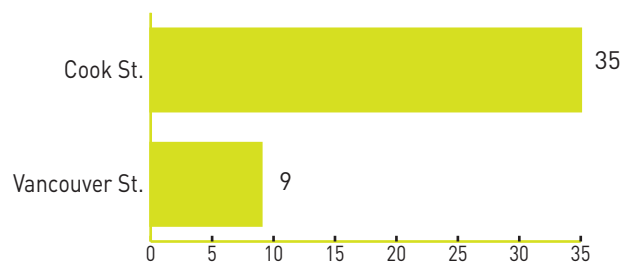


**Design options (n=47)**

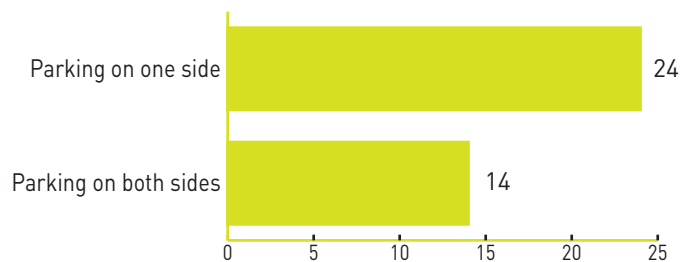


## December 3 Salon

**Route options (n=44)**



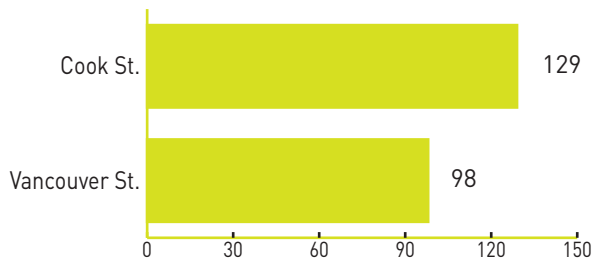
**Design options (n=38)**



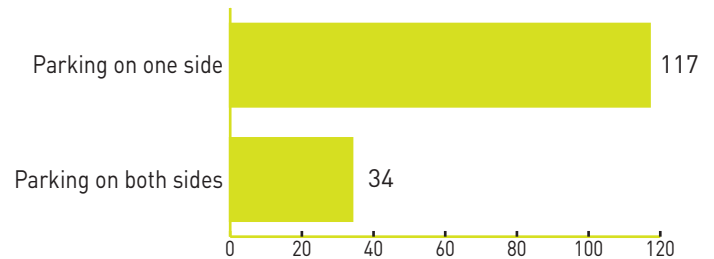
# Cook Street

## Aggregated

Route options (n=227)

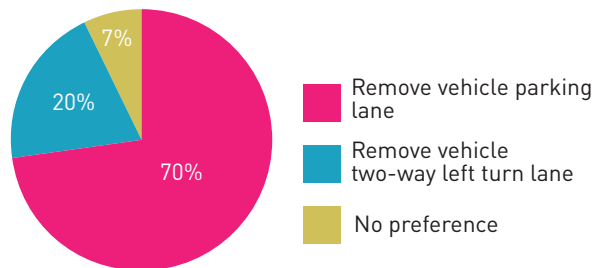


Design options (n=155)



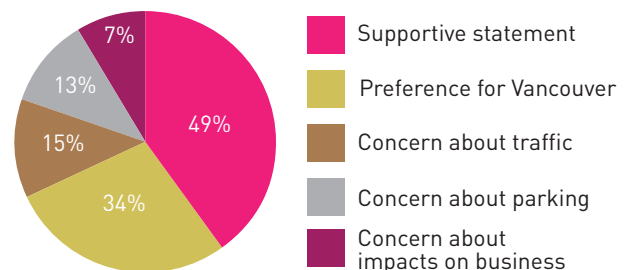
## Summit Surveys

If protected bike lanes are installed, this would require removing either a vehicle parking lane, or the two-way left turn lane. Which of these options would you prefer? (n=13)



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 68)



*“Go for Cook! Vancouver is a quiet alternative, but buffered bike lanes on Cook will make a big difference and change the highway feel of the street.”*

- Survey respondent

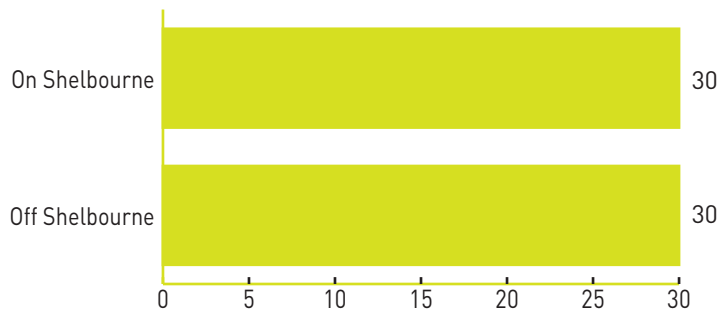
*“Why not use Vancouver? This is a quieter, parallel street to Cook that could be calmed to discourage vehicle use with maybe the need for some infrastructure between Fort and Pandora.”*

- Survey respondent

# Begbie / Shelbourne

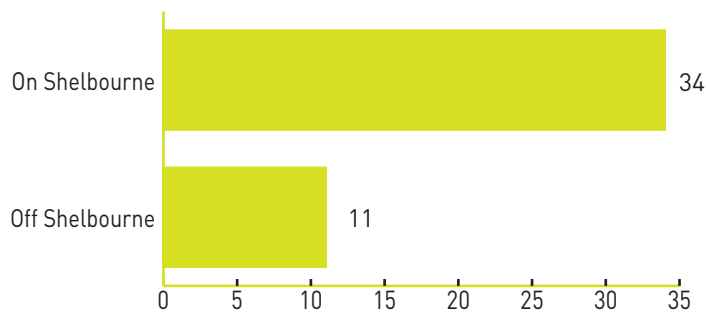
## December 1 Salon

Route options (n=60)



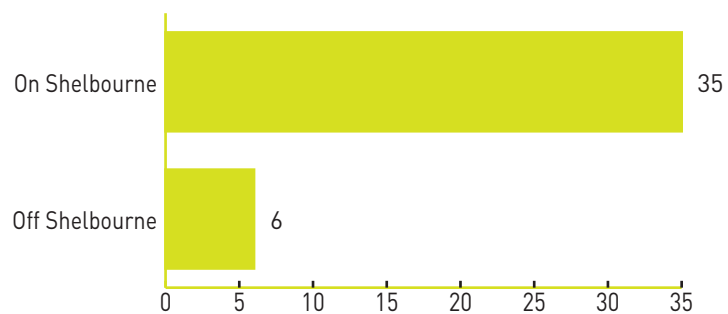
## December 2 Salon

Route options (n=45)



## December 3 Salon

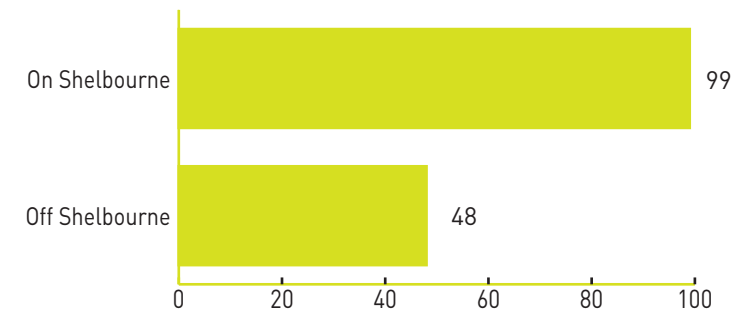
Route options (n=41)



# Begbie / Shelbourne

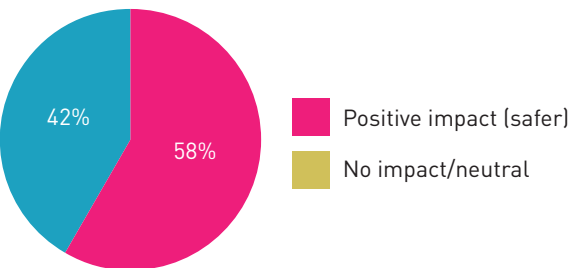
## Aggregated

Route options (n=147)



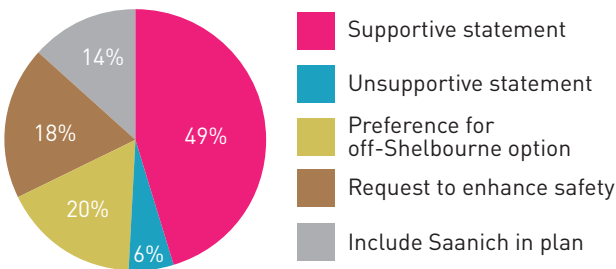
## Summit Surveys

If protected bike lanes are installed, this may require removing vehicle parking along Shelbourne from Hillside St. to Bay St. How would this impact you? (n=12)



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 49)



*“I find it scary when cyclists ride up Shelbourne north of Hillside. Proper planning south of Hillside is important to me in making this route safer for both cyclists and vehicular traffic.”*

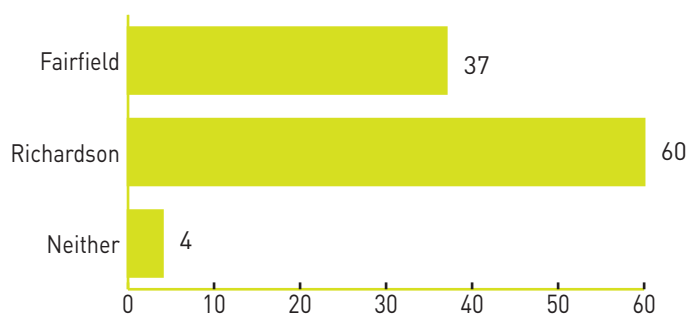
- Survey respondent



# Fairfield Road

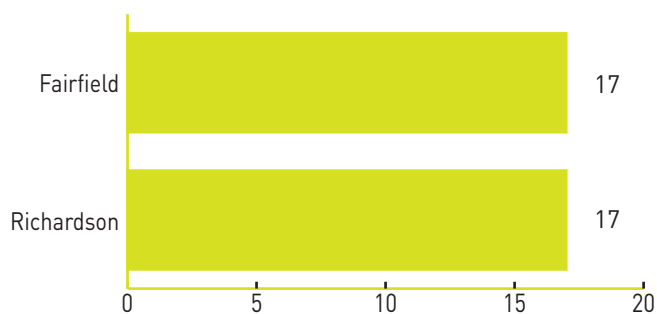
## December 1 Salon

Route options (n=101)



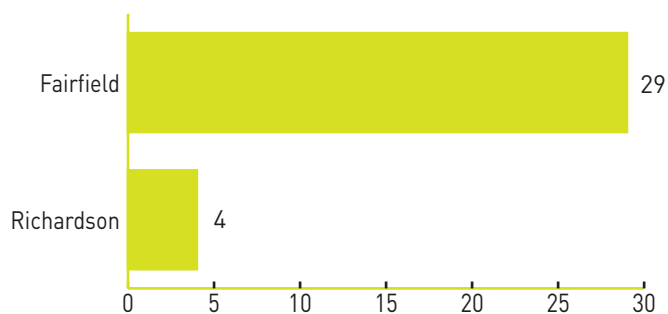
## December 2 Salon

Route options (n=34)



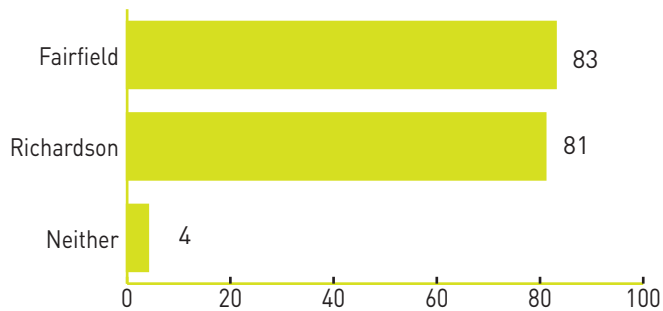
## December 3 Salon

Route options (n=34)



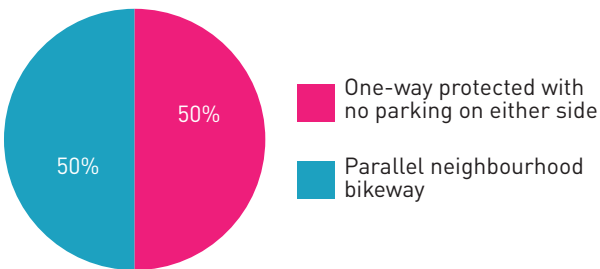
## Aggregated

Route options (n=168)



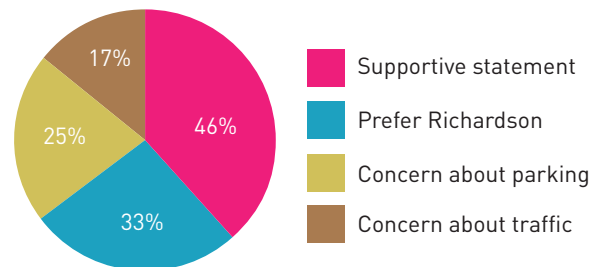
## Summit Surveys

Which option do you prefer? (n=12)



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 48)



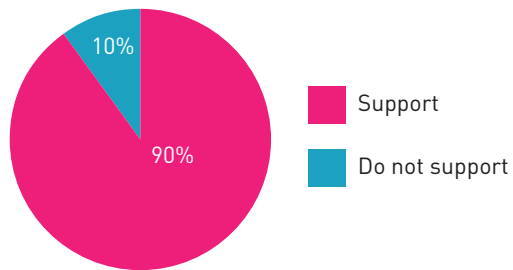
*"I prefer the Richardson option for these reasons: 1) it is more pleasant to ride there, scenic, 2) not as much traffic, 3) not as many driveways or parked vehicles or buses, 4) not as hilly, 5) it seems wider, 6) more direct to Oak Bay than Fairfield, 7) still close to schools, 8) great connections when Cook, Fort, Pandora bike lanes done, 9) it's cheaper than the Fairfield plan and would be an easier sell I think."*

- Survey respondent

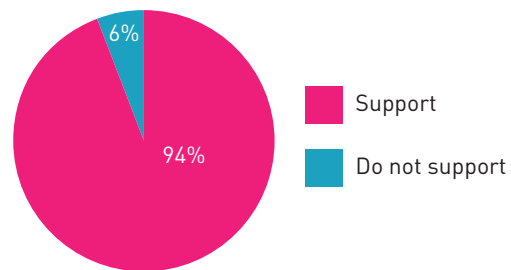
# Pandora Road

## December 1 Salon

**Cook to Johnson** (n=50)

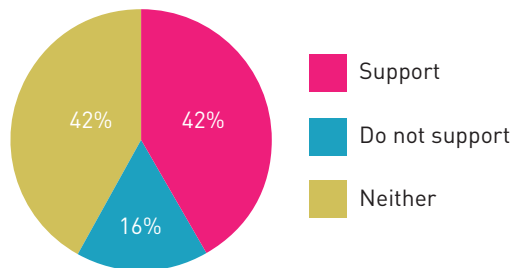


**Johnson to Foul Bay** (n=52)

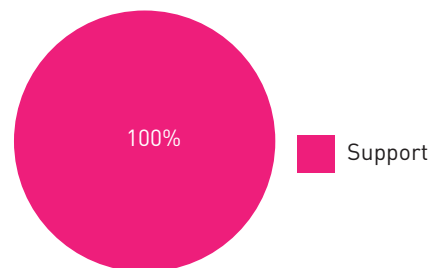


## December 2 Salon

**Cook to Johnson** (n=31)

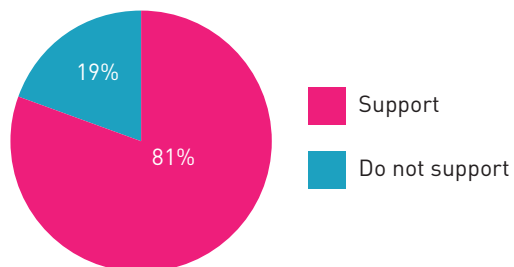


**Johnson to Foul Bay** (n=36)

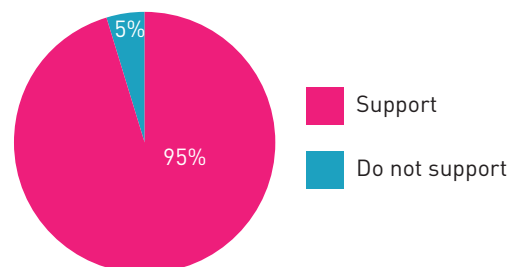


## December 3 Salon

**Cook to Johnson** (n=36)

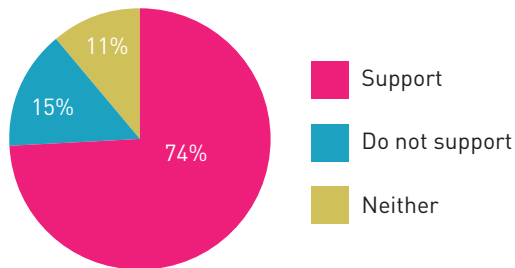


**Johnson to Foul Bay** (n=43)

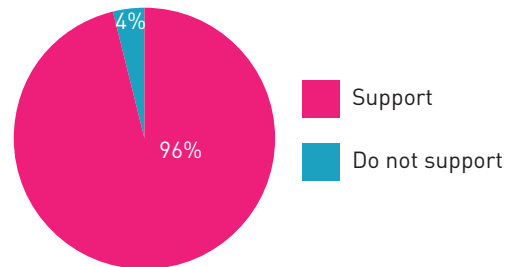


## Aggregated

**Cook to Johnson (n=117)**

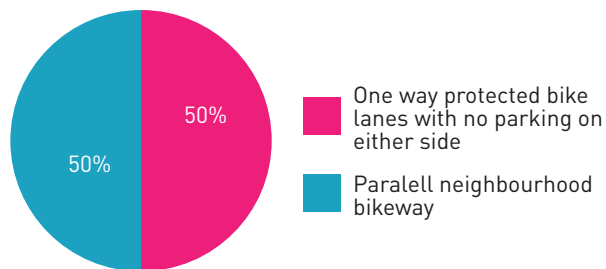


**Johnson to Foul Bay (n=131)**



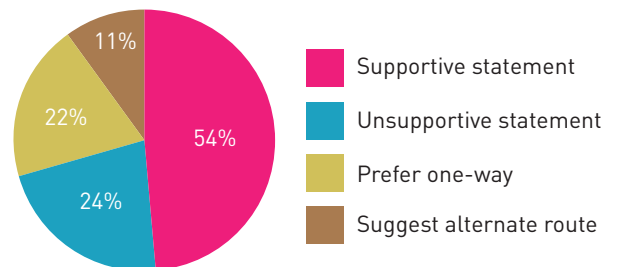
## Summit Surveys

**Which option do you prefer? (n=12)**



## General Comments

Survey participants and Neighbourhood Salon attendees were invited to provide feedback through open-ended comments. The most common key words and terms are noted below. (n= 37)

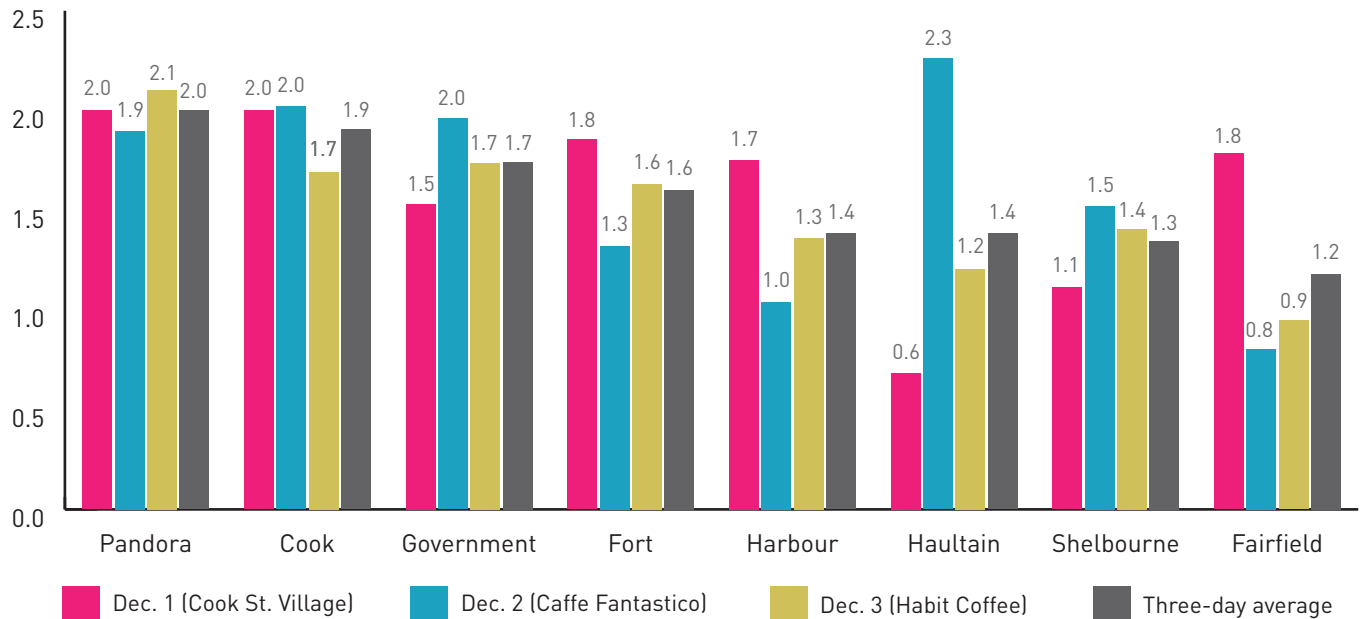


*“It would be wonderful to have a protected bike lane from Oak Bay Ave at Fould to Government St. Also, I appreciate that for the time being, pilons were put up at Pandora and Cook. Fewer cars cut bikers off trying to turn right on Cook.”*

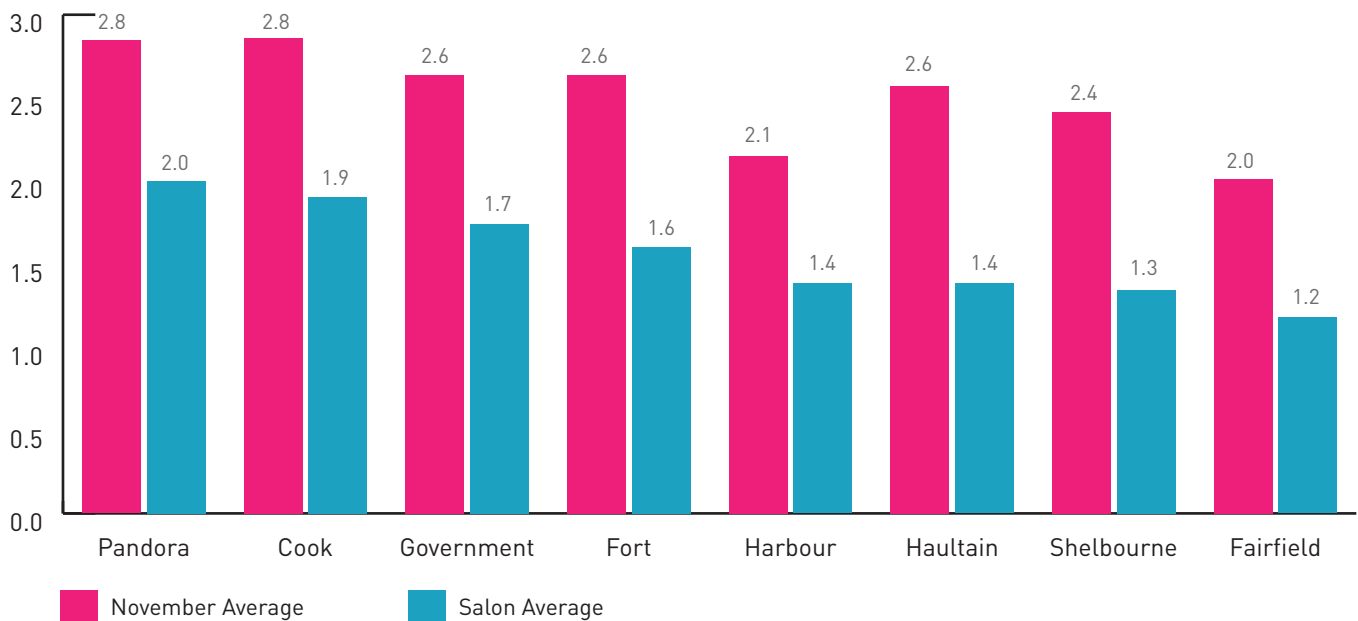
- Survey respondent

# Corridor Ranking

Attendees were asked to rank the priority they would place on each corridor (one being lowest priority, four being highest priority).



The corridor priority question was also asked on the online and print surveys that were used during the first round of community engagement in November. The chart below compares the results from the November surveys with the results from the Salons.



*“It's great to see our city making cycling a priority. In a city of our size with our climate, it's very easy to support a cycling habit to get things done, and efforts like these will make it even easier to get into that habit.”*

*- Survey respondent*





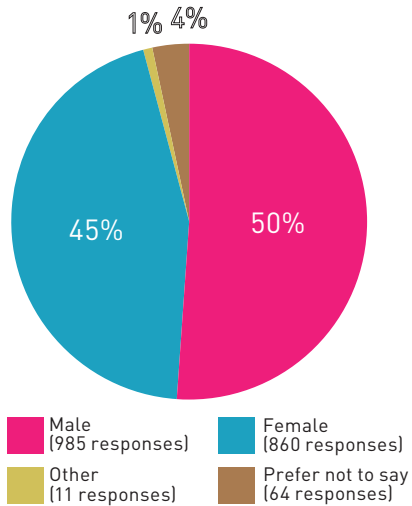
# Who we heard from



# Who we heard from

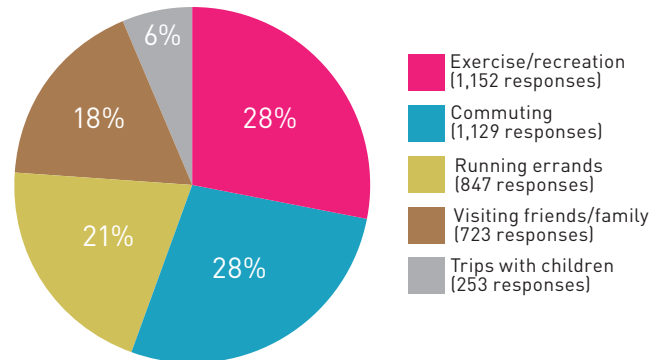
## 1a. Do you identify as:

Responses: 1,920



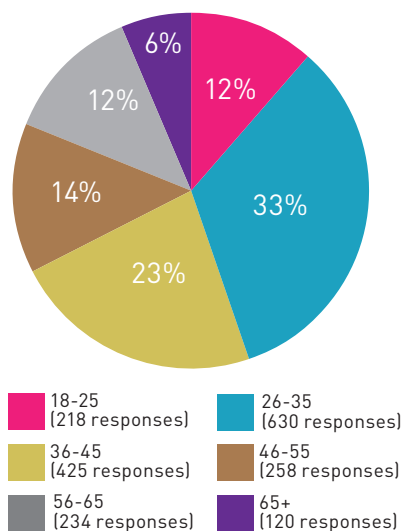
## 3a. What are the primary purposes of your current biking trips? Select all that apply.

Responses: 4,104



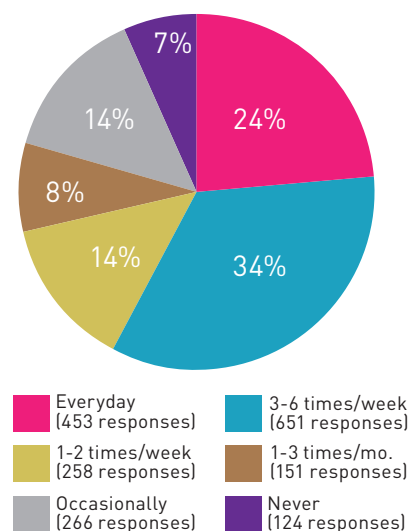
## 2a. How old are you?

Responses: 1,886




## 4a. How often do you currently bike?

Responses: 1,903

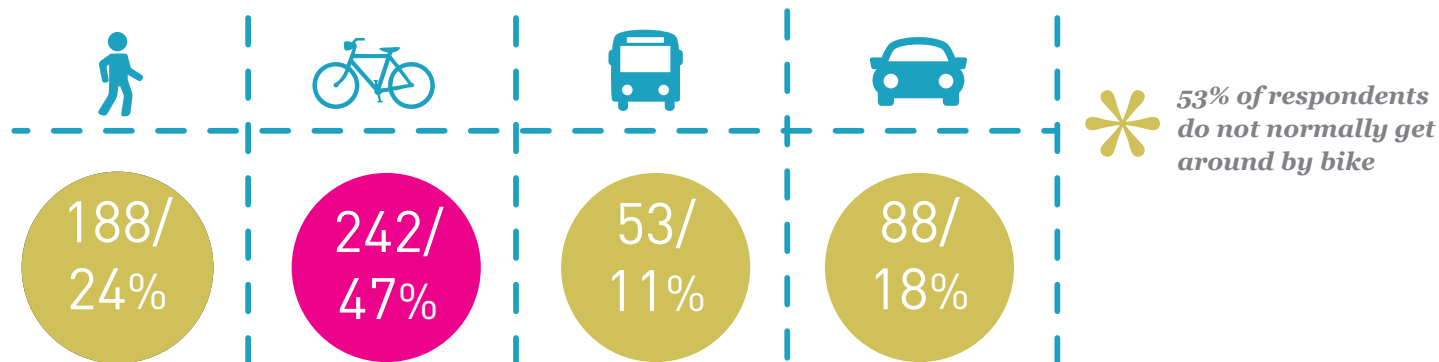


 **29% of respondents bike 1-3 times per month or less.**

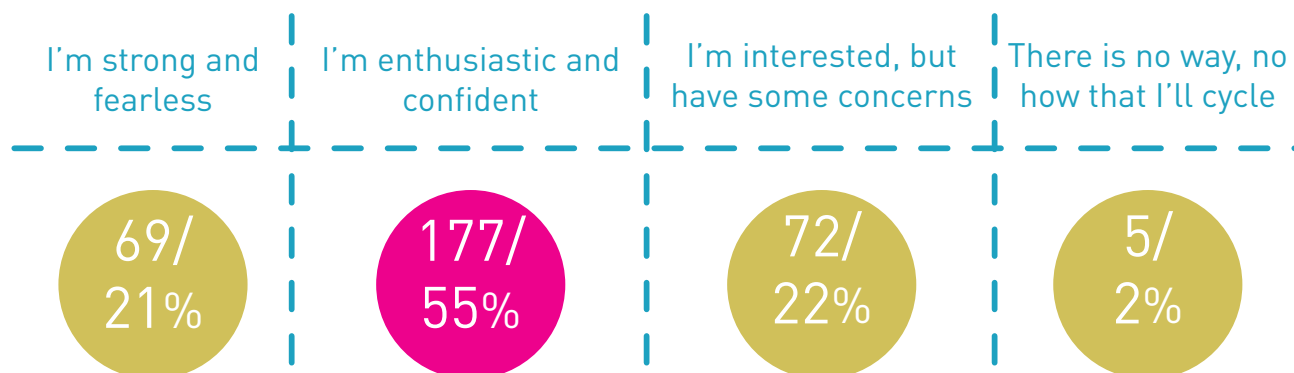
# Who we heard from

 These responses were collected at the #BIKETORIA engagement events using interactive 'dotmocracy' boards.

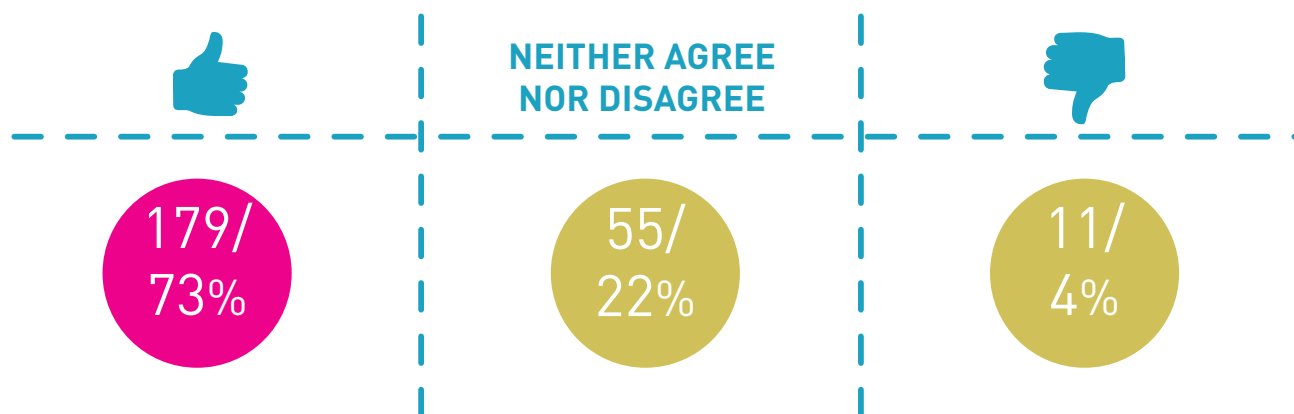
## How do you normally get around?



## What type of cyclist are you?



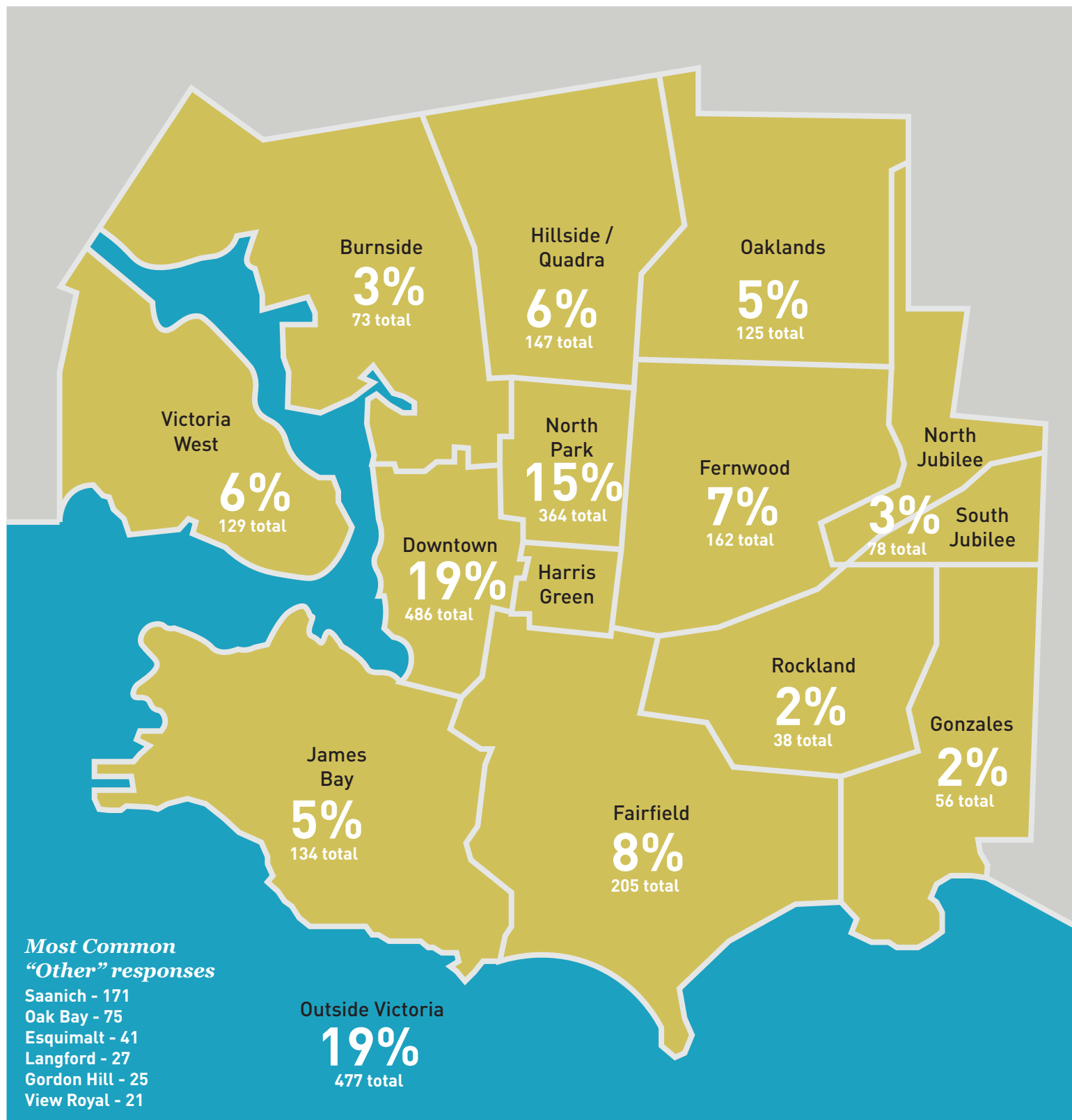
## I feel like my input was valued and will help shape #BIKETORIA



# Who we heard from

## 5a. What neighbourhood do you live in?

Responses: 1,732



*“Others in my family bike. I do not. I want them to be safe but am concerned at the amount of money for this project at the expense of other recreational activities. Some of the ideas proposed for safe cycle streets will create more congestion on the streets for cars.”*

*- Survey respondent*

# Moving Forward





# Next Steps

Community engagement is an ongoing, two-way conversation with the community. City staff should keep the conversation alive after this first engagement phase of the AAA network has concluded. Below is a list of actions that fall out of the scope of this current phase, but that would strengthen the AAA network plan going forward.

- 1. Set targets and develop evaluation criteria**  
Evaluation criteria will allow the City to assess the AAA network with transparent methodology. City staff should work with the Technical Advisory Committee and other stakeholders to identify specific targets related to increasing safety and comfort, attracting non-cyclists to use the facilities, filling existing gaps in the network, improving community health, and reducing vehicle road miles traveled.
- 2. Measure performance**  
Performance measures will help evaluate progress and provide a quantitative indicator of success in meeting the network goals. We recommend that the City begin counting cyclists along the proposed corridors before construction begins. Ideally, these counts should take place during different times of the day (morning, afternoon, evening), and in different seasons so that future counts can be measured by different variables. It will also be important to count who is using the bike lanes. If the network succeeds as AAA, then we should see an increase in ridership among children, youth, older adults, and women. The City of Victoria should work with the Capital Regional District to build on their annual bicycle count program.
- 3. In-depth engagement**  
The AAA network will affect various stakeholders in different ways. Businesses and residents located directly on the proposed corridors will be most affected by the network. Therefore, it is important to solicit their feedback and provide transparent information on an ongoing basis. We recommend conducting in-person surveys with each business and residence along corridors where significant concerns have been expressed. Flyer-drops and mail inserts should also be used to build awareness during the construction and implementation phases.
- 4. Ongoing engagement**  
Community engagement is a continual, two-way conversation. The City should continue to use the #BIKETORIA brand to maintain consistent messaging and awareness of the project. Additional pop-up engagement labs could be hosted on each of the eight routes to solicit corridor-specific feedback from stakeholders. Online surveys should also be used to track community support for the project over time, and to ensure that the network is being implemented to the community's expectations. Information and feedback can continue to be distributed and collected on Twitter, Facebook, Instagram, and the City of Victoria's website.

# Introduction

Beginning in October 2015, the #BIKETORIA consultant team and City of Victoria staff began a community engagement process to guide the routes and designs of Victoria's 2018 All Ages and Abilities bike network. Over a six-week period, city residents and diverse stakeholders were invited to contribute ideas and concerns about the project through a variety of communications and engagement methods.

The feedback was used by the #BIKETORIA consultant team to select the preferred corridors, identify opportunities to enhance the design of each corridor, and to develop solutions for anticipated problems in the network.

## Community Engagement Objectives

- > Generate broad awareness around the proposed bicycle network and preliminary concept designs.
- > Collect feedback regarding the proposed bike network and preliminary concept designs is collected from key stakeholders and a diverse representation of the general public.
- > Provide information in an accessible format to ensure all residents feel they have had an opportunity to provide informed feedback
- > Contribute 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.

## Key Questions

The #BIKETORIA team identified nine key questions that we wanted the public to provide feedback on throughout the engagement process. These questions were crafted to ensure the conversations and feedback were constructive towards the process of creating an AAA network that serves all Victoria residents.

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. Once 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?

# *Engagement Activities*

## **Technical Advisory Committee**

Establishing the Technical Advisory Committee was the first step in the #BIKETORIA engagement process. The Technical Advisory Committee met three times beginning in October to evaluate the ongoing development of the network, and to provide guidance from diverse perspectives.

## **Public Events**

The #BIKETORIA project was officially launched with a series of public events on November 1-2. During these two days, the #BIKETORIA team hosted three Pop-Up Engagement Labs in high-traffic public spaces to encourage passers-by to provide feedback on the proposed AAA network. The marquee event was the #BIKETORIA Summit, which featured opening remarks from Mayor Lisa Helps and presentations by international urban cycling experts Gil Penalosa and Mia Birk. Before and after the formal presentations, participants were invited to participate in interactive activities to learn about and offer their thoughts on the AAA network. During those two days, more than **400** people attended #BIKETORIA engagement events.

The second phase of the engagement process occurred on December 1-3 during the #BIKETORIA Neighbourhood Salons. The Neighbourhood Salons took place in three different neighbourhood hubs, including two coffee shops and one community centre. The purpose of the Salons was to collect detailed, neighbourhood-specific feedback on each corridor of the AAA network. The emphasis at these events was to identify potential alternative corridors, and identify potential conflicts related to traffic impacts, parking, and the pedestrian realm.

All public events featured visual display boards, mapping exercises, and interactive surveys to ensure the consultation process was accessible and engaging.

## **Communications Tools**

Conversations, ideas, and feedback were continuously collected through online and social media channels.

The general public was invited to provide feedback through an online survey, beginning on October 27. The survey was open until November 15. Over that period, **1,745** surveys were collected.

The biketoria@urbansystems.ca email address received nearly 65 messages from residents and stakeholders. Thousands of people interacted with the project through social media channels such as Twitter, Facebook, and Instagram. Print ads, online ads, stakeholder emails, postcards, and posters were also used to raise awareness about the AAA network and to promote engagement opportunities.

# Next Steps

## 5. Inclusive engagement

Focus groups and semi-structured conversations can be an effective tool for reaching low-income, minority, youth, older adults, and other populations that may be impacted by the locations of specific corridors due to the proximity of healthcare facilities, schools, churches, shelters, or community centres. This will allow staff to collect detailed information about the needs of specific populations in an informal setting. It is helpful to coordinate your effort with existing meetings of these organizations to increase participation rates.

## 6. Maintain an advisory committee

The #BIKETORIA Technical Advisory Committee provided valuable and meaningful feedback from diverse stakeholders throughout the AAA network planning phase. The Committee should continue to convene on a regular basis, or be replaced by a general Bicycle Advisory Committee to provide consistency and accountability to the wide variety of stakeholder interests they represent.

## 7. Make data accessible

Use data strategically to help residents understand existing conditions and the logic behind each corridor's inclusion in the network. Provide detailed technical reports and community engagement summaries on the City website to ensure transparency and accountability. Keep it simple when communicating via social media and in other promotional materials. Make a wide range of materials easily accessible online as well as in print, and use visual communication tools whenever possible. Photographs, maps, and renderings of the proposed network will help build excitement and promote discussion.

## 8. Walking and bicycling tours

On-site walking and bicycling tours along the proposed network could be used to collect more detailed, site-specific feedback of each corridor. Drawing on the expertise of local community leaders can help generate excitement about the project, and be used as a valuable opportunity to illustrate how proper facilities would improve the public realm for residents, business owners, pedestrians, cyclists, and motorists.

*“If it is decided that planters will be used to separate bike lanes from car lanes, perhaps the planters could be ‘adopted’ by individuals who would support the soil and plants and look after them throughout the year. This would save the city money and get people involved and supportive of the efforts plus add beauty to our city - every planter would have a different selection of plants, reflecting the personality of its parents.”*

- Survey respondent

# Surveys

The following results are from the #BIKETORIA online surveys and paper surveys. Online survey responses were collected from October 27 - November 15, 2015. During that time 1,613 surveys were completed. The paper surveys were collected during the #BIKETORIA events on November 1-2, 2015. The paper surveys were completed at the Cook Street Pop-Up event and #BIKETORIA Summit on November 1, and during the two #BIKETORIA Engagement Labs at the Central Library and on Wharf Street on November 2. During those events, 124 paper surveys were collected. In total, **we received 1,745 surveys** related to the #BIKETORIA project. The complete survey results are listed beginning on page 10 of this report.

# Emails

Stakeholders were also invited to send emails to biketoria@urbansystems.ca from October 27, 2015 to January 31, 2016. In total, **we received 85 emails** from residents, businesses, and representatives of various local institutions and organizations. Email provided these stakeholders an opportunity to provide additional detail and context to their questions, ideas, or concerns. The emails also allowed the #BIKETORIA team to open direct lines of communication with stakeholders. The most common terms and phrases used in this emails have been combined with the results from the general comments section of the survey. These results are listed on page 18 of this report.

# Event Activities

Each #BIKETORIA engagement event included interactive engagement activities that allowed people to submit ideas and concerns about the network and specific corridors. Activities included: **1) Demographics board:** residents use stickers to indicate their age, location, gender, and travel habits (see page 38-40), **2) Conceptual design board:** residents use stickers to select what design they would prefer for each of the three facility types, **3) #BIKETORIA postcards:** residents write a short message describing what excites and concerns them about the AAA network (see page 14-16), and **4) Amenities map:** residents use sticker icons to indicate what amenities (bike racks, lighting, benches, trees, etc.) they would like to see in specific locations in the AAA network.

*“Given that safety and congestion are the two biggest concerns with the project, I’m curious why so many of the cycling routes overlap with major vehicle arteries. It seems like this will just increase congestion and escalate frustrations from vehicle drivers.”*

- Email respondent

*“I am also a driver here and I appreciate the attempts to make road travel safer for everyone. [We] feel strongly that if parking must be reduced to provide safe protected bike lanes, then so be it; we will park elsewhere.”*

- Email respondent



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#BIKETORIA  
a network that moves you

... don't want to lose access.

work concerns me because:

there isn't enough consid  
and communication with  
to teach them about low

I am most excited about the #BIKETORIA network because:

I want to feel more  
comfortable cycling with  
my son down town

#BIKE  
a network

The #BIKETORIA ne

Making it  
cyclists are  
in the

#BI  
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network because:

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place, visit, and  
areas victoria

"Is City of  
with ADJACENT municipalities  
to ensure this project works

#BIK  
a net

The #BIKETORIA network concerns me because:

Cook St - I'm not sure why this NIS  
runs on Cook rather than Vancouver  
Cook seems much more dangerous  
businesses, cars turning into lots / side  
etc.



#BIKETO  
a network that mo

network concerns me because:

Victoria - Many of the Victoria  
into neighboring municipalities  
communication between

I am most excited about the #BIKETORIA network because:

WILLINGNESS TO TAKE ON THE  
DECISIONS WITH ROAD SPACE  
eg COOK STREET

- YES, LETS FIX THIS STREET  
FOR ALL USERS, NOT JUST CARS

network because:

well  
ne road

I am most excited about the #BIKETORIA network because:

I want to feel safer  
biking and use my  
car less!

#BIKETORIA  
a network that moves you



#BIKETORIA  
a network that moves you

The #BIKETORIA network concerns me because:

I am very pleased  
to build the net  
really like to s  
bridge (wood plank) surfaces to be  
proved so they are safer in wet,  
freezing conditions. They are a liability  
to the network.



#BIKETORIA  
a network that moves you

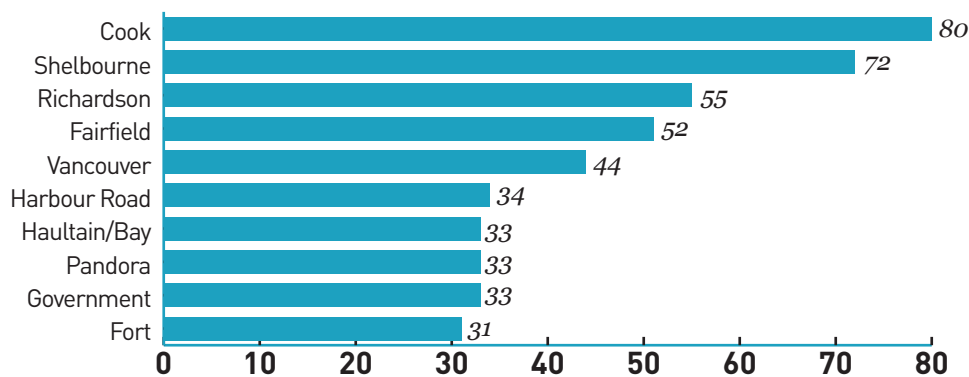
The #BIKETORIA

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# General comments

## Most common corridors mentioned

Some corridors elicited more responses from stakeholders than others. The chart below illustrates the number of instances each corridor option was mentioned in emails and the general comments section of the surveys.



## Response from the Cook Street business community

One business owner along in the Cook Street Village mobilized a petition against a AAA network corridor in their neighbourhood. The petition was signed by 32 neighbouring business owners and store managers as a result of this door-to-door campaign. The signatories' primary concern was the loss of parking, which they argue would hinder access and harm their business.

*“Parking is the main issue. There is already very limited parking in the Village. Apparently some side streets have changed to residential only, thus reducing the parking even further... a parking means a reduction in customers, which means our businesses will be negatively impacted.*

- Cook Street Village business owner