

## Transportation 2040: Phase 2 Consultation & Communications Summary

The purpose of this report is to provide Council, stakeholders, and the public with a summary of what we heard from residents, businesses, and other stakeholders during the second phase of consultation for Transportation 2040.

The public consultation process for Transportation 2040 consisted of two phases. Phase 1, from mid-May to mid-July 2011 was the "Listening & Learning" phase, and Phase 2, from early June to mid-July 2012 was the "Directions & Discussion" phase where we invited feedback on draft transportation policies and actions.

The goals of the second phase of consultation were to:

- Build awareness of Vancouver's Transportation Plan, and the importance for Vancouver's future;
- Encourage public and stakeholder input into the draft transportation plan directions; and
- Build support for the draft transportation plan directions.

The specific targets for Phase 2 consultation were:

- 10,000 participants from a range of communities across the city
- 12 community meetings
- 10 public events
- 20 stakeholder meetings
- 200 survey responses
- 10 media articles

Staff provided an update to Vancouver City Council on May 29, 2012, and the second phase of consultation included the following consultation methods and communications products primarily between June 4 and July 13, 2012:

### Consultation Methods

- Community Meetings
- Stakeholder Meetings
- Public Events
- [Talk Vancouver Website](#)
- Online Questionnaire \*
- [Social Media](#) (Twitter)

### Communications Products

- [Talk Vancouver Website](#)
- Postcards

- Posters
- Buttons
- T-shirts
- Advertisements
- [Social Media](#) (Twitter)

The following table summarizes the Phase 2 consultation outreach and activities that occurred primarily between June 4 and July 13, 2012.\*

**Transportation 2040 Phase 2 Consultation & Communications Summary**

Consultation Activity	Quantity	Participants**
Stakeholder Meetings	17	219 attendees
Public Events (City open houses & events, community festivals, events & meetings)	35	3,164 participants
Website	1	5,127 visitors
Online Questionnaire	1	944 responses
Social Media	1 Twitter Account/1 Facebook Feed	649 (356 followers/293 likes)
Emails	1 account	98 emails
<b>TOTAL</b>	<b>59</b>	<b>10,201 participants</b>
Communications Product	Quantity	Distribution
Postcards	1	3000 Distributed at Community Centres, Libraries, street teams at transit stations across the city, skateboard parks, and public events
Posters	1	2000 Distributed at public events and posted on cylinders on major corridors across the city Broadway, Granville Street, W. 4 <sup>th</sup> Avenue
Buttons	6	1000 Distributed at public events and stakeholder meetings
T-shirts	10	Worn by staff at public events
Advertisements	102 (18 newspapers, online, 84 transit)	Metro, Georgia Straight, 24 Hours, Sing Tao, Ming Pao, The Link, Voice, Courier (on-line), Broadway- City Hall & Waterfront stations, SkyTrain & B-Line Buses
Media Articles	30	Globe and Mail, Vancouver Sun, Province, Georgia Straight, Vancouver Courier, Vancouver Observer, Metro CBC News, CKNW, News 1130, Vancouver Openfile
Bike Maps	675	

\*Online questionnaire was posted on June 12, 2012.

\*\* Totals may include those who participated in multiple consultation methods.

## Stakeholder & Community Meetings

During the Phase 2 consultation period, City staff attended 23 meetings with the following stakeholder and community groups to discuss the draft policies & actions.

- City of Vancouver Active Transportation Policy Council
- City of Vancouver Women's Advisory Committee
- City of Vancouver Persons with Disabilities Advisory Committee
- Vancouver City Planning Commission
- City of Vancouver Transportation Plan Stakeholder Advisory Group
- City of Vancouver Internal Staff Advisory Group
- Granville Island
- HUB Vancouver
- Carbon Talks
- Downtown Vancouver Business Improvement Association Access & Mobility Committee
- BC Trucking/Gateway Council/Port Metro Vancouver
- Vancouver BIA Partnership
- Urban Development Institute
- Grandview-Woodland Area Council
- West Point Grey Community
- West 4<sup>th</sup> Avenue/West Point Grey Community Association
- Arbutus Ridge/Kerrisdale/Shahghnessy (ARKS) Community Visions Group
- Marpole Community
- Grandview-Woodland Community
- West End Seniors Community Planning Table

Submissions or letters from the following groups were received during the second phase of consultation: (18 submissions since May 15 2012).

- City of Vancouver Active Transportation Policy Council
- City of Vancouver Persons with Disabilities Advisory Committee
- Vancouver City Planning Commission
- HUB Vancouver
- BC Trucking Association
- West 4<sup>th</sup> Avenue Community Association
- North West Point Grey Home Owners' Association
- NSV- Neighbourhoods for a Sustainable Vancouver
- BC Coalition of People with Disabilities
- The Neil Squire Society
- Car Free Vancouver Society
- Transport Action British Columbia
- CNIB BC-Yukon
- Sparc BC (Social Planning & Research Council of British Columbia)
- Downtown Vancouver Business Improvement Association

- Vancouver Board of Trade

### Public Events

Transportation 2040 led or co-sponsored the following public events during the Phase 2 consultation period.

These events were an opportunity for the City to reach a broader audience than traditional public meetings and online forums. By partnering with organizations such as the SFU City Program, and by hosting an event outdoors with Viva Vancouver & the Vancouver Public Space Network, a larger cross section of people participated in the Transportation 2040 Phase 2 consultation process.

Date	Event	Time	Partner Organizations
June 4, 2012	Actively Learning from Copenhagen's Transport Success Part I- Andreas Rohl	7 PM to 10 PM	SFU City Program Urban Systems
June 28, 2012	Actively Learning from Copenhagen's Transport Success Part II- Mikael Colville-Andersen	7:30 pm to 10 PM	SFU City Program Urban Systems
July 10, 2012	Transportation 2040 Public Space Street Consultation	11 AM to 2 PM	VIVA Vancouver Vancouver Public Space Network

Transportation 2040 materials were also distributed at the following community festivals or City of Vancouver Open Houses or events:

- Bike to Work Week events
- Viaducts Open Houses
- Italian Day
- Car Free Day (Main Street, Denman, Commercial Drive)
- Greek Day
- National Aboriginal Festival
- Point Grey Fiesta
- Sunset Community Fair
- Vancouver Farmers Markets (Oak Street, Trout Lake, West End, Kitsilano, Main Street Station)\*
- City of Vancouver Re-THINK Housing event
- Kitsilano Neighbourhood House Community Potluck
- Velo-City Global 2012 Cycling Conference
- SkyTrain stations (Waterfront, Commercial, Burrard, Broadway/City Hall)
- Georgia Viaduct Skatepark

\*Partnership with BEST, TransLink The Bicycle Valet to distribute Transportation 2040 materials

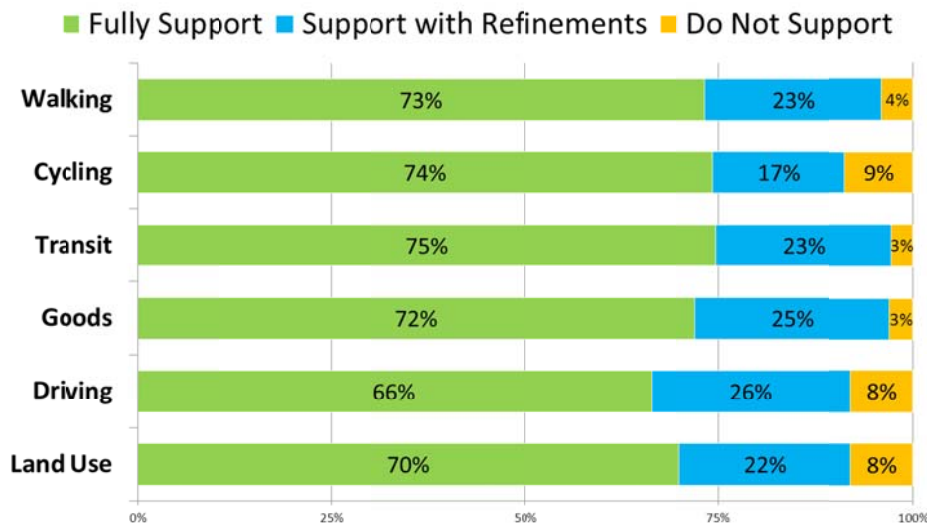
## Questionnaire

An online questionnaire was included as part of the engagement process to gauge the level of public support and receive comments related to the draft directions. A more detailed overview of the demographics of the respondents and the level of support for each category is attached and more details on the comments will be provided in the fall. A brief summary is provided below.

- A total of 944 people provided feedback through the questionnaire, although not all respondents completed the entire questionnaire. The area with the most feedback was Walking (693), followed by Transit (664), Cycling (611), Land Use (535), Goods/Services (416), and Motor Vehicles (416).
- The lowest response rate to the questionnaire was from people under 24 and over 65. However, compared to the Phase 1 questionnaire, there was an increase in the number of responses in these categories of 15% and 60%, respectively. The number of respondents for each age category was as follows: 10-24 (5%), 25-34 (27%), 35-44 (24%), 45-54 (17%), 55-64 (17%), 65+ (10%).
- The gender breakdown for respondents was fairly similar to Phase 1, with 58% male and 40% female.
- Of the people who filled out the survey 55% rent or own in Vancouver, 22% work in Vancouver, 10% live outside Vancouver and 4% own a business in Vancouver.

The questionnaire results indicate a strong level of support for all of the policy areas, with approximately 66-75% fully supporting, 17-26% supporting with refinements and 3-9% not supporting. A summary of the questionnaire results is attached.

Figure 1: Summary of support by policy area



## What We Heard

In general during the Transportation 2040 Phase 2 consultation program, there was strong support for the City of Vancouver's draft transportation policies and actions.

The summary below provides general levels of support by section, as well as some of the more common themes and ideas heard during the Phase 2 consultation.

### Walking:

- The most common suggestions to support walking were to provide wider sidewalks and more public spaces.
- Some people were concerned with possible impacts of public space on transit and motor vehicles.

### Cycling:

- Popular suggestions for cycling were to provide more routes, more bike parking & centres, and more integration with transit.
- Enforcement of the provincial helmet law and the potential impact on the public bicycle system was identified as a concern.
- Draft policies to support laws and enforcement practices to protect pedestrians and cyclists generated a mix of responses.

### Transit:

- The majority of comments regarding transit were related to providing more rapid transit, better bus stops, and reducing neighbourhood impacts.
- Making transit more affordable was a key suggestion, and funding mechanisms was identified as a concern.

### Motor Vehicles:

- Popular suggestions regarding driving were to provide more car-sharing, more parking policy changes, and reducing car traffic.
- Some concerns were noted about low-carbon vehicles and pricing.

### Goods and Services:

- The most common suggestions to support goods movement were to increase the amount of freight travelling by rail, and reducing the impact of truck traffic on communities. Some suggested reducing truck traffic, and using smaller emergency vehicles.
- Many respondents were concerned about giving taxis priority.

### Land Use:

- The majority of comments regarding land use were related to providing density near transit, and pedestrian-friendly buildings. Respondents expressed both support and concerns about providing density near transit.

STAKEHOLDER & COMMUNITY COMMENTS ROLL-UP

WALKING

- 1) ***Pedestrian Network: 1.1. Make streets safer for pedestrians.*** Strong concern for pedestrian safety and walking etiquette. Community members are concerned about jay-walking and cross-walk visibility.
- 2) ***Pedestrian Network: 1.3. Make streets accessible for all people.*** Cross-walk countdowns are not long enough at intersections and the elderly, those with children, disabilities or heavy groceries struggle to get across.
- 3) ***Public Spaces: 2.2 Create public plaza and gathering spaces throughout the city.*** Strong support for the pedestrianization of Granville St and the transformation of Robson into a car-free zone. Why can't it be car/bus free?
- 4) ***Public Spaces: 2.1. Enable and encourage creative uses of the street.*** Frustration with the Arbutus corridor. Why is nothing happening? The rail-line is being left to decay. Community members are interested in putting in community gardens to make the rail activated in the meantime.

CYCLING

- 5) ***Cycling Network: 1.4 Make the cycling network easy to navigate.*** There needs to be more clarification of bike signage and way-finding. People don't know what the cycling symbols mean, they are not self-explanatory.
- 6) ***Parking and End-of-Trip Facilities; 2.1 Provide abundant and convenient bicycle parking and end of trip facilities.*** There needs to be more accessible bike parking that is covered and secure. If we want to encourage more cyclists then it should be easy and safe to secure your bike at bus stops and transit stations.
- 7) ***Multi-Modal Integration: 3.2. Provide a public bicycle system.*** Communities want more specifics regarding the bike share program (eg. Does it decrease safety and ridership? What is the helmet plan? Can you bring your own helmet? Will there be auxiliary police? Has this decision been made with gendered lenses?)
- 8) ***Enforcement and Legislation: 5.1 Support laws and enforcement practices that protect vulnerable road users.*** There is a lack of cycling enforcement. Cyclists are riding on sidewalks, not wearing helmets and running lights. There needs to be better safety training and education about the rules.

## TRANSIT

- 9) *Transit Network: 1.1. Support new and improved regional rapid transit:* Strong support for the UBC line. Community members are worried about UBC growth and road capacity.
- 10) *Transit Network: 1.2. Support new and improved local transit.* How does the Transportation Plan put pressure on TransLink to provide increased service and frequency?

## MOTOR VEHICLES

- 11) *Network: 1.3 Manage traffic to improve safety and neighbourhood livability.* Grandview Woodland community expressed that there was not enough traffic calming (particularly on Victoria Drive and Veneables and Prior).
- 12) *Parking: 2.2 Support strategies that reduce the need for parking.* Improve Granville Island's transit to reduce cars and charge for parking. Use parking charges to pay for other transportation choices including the streetcar and public bike share.
- 13) *Parking: 2.5. Design parking to be flexible and adaptable.* There needs to be more accessible parking spots in parkcades as well as more space between parking spaces to allow people to get out easier.

## GOODS, SERVICES, EMERGENCY RESPONSE, AND COMMERCIAL TRANSIT

- 14) *Local Goods and Services Movement: 2.1. Maintain an efficient network of designated truck routes.* Is there consideration for secondary truck routes to ease other routes i.e. King Edward and 49<sup>th</sup> Avenue? Many of Vancouver streets don't work for goods movement. There is weak articulation of how the city is supporting goods movement particularly in collaboration with the Port and TransLink.
- 15) *Emergency Responders: 3.1. Consider emergency vehicle access in street designs and traffic calming measures.* Stakeholder and community groups expressed a concern for emergency vehicle access and ensuring that it was an integral part of the plan.
- 16) *Taxis and Commercial Transit: 4.3. Support safe use of taxis for persons with disabilities.* Positive comments all around for the taxi-saver program.