



Go Victoria: Our Mobility Future Launches January 24

Date: Thursday January 10, 2019

For Immediate Release

VICTORIA, BC — The City of Victoria is kicking-off 2019 with an event to engage the community on the development of a Sustainable Mobility Strategy that will chart the course for transportation planning and priorities in the City for the next 40 years. *Go Victoria: Our Mobility Future* will set our plans and priorities to invest in the most transformative ways to move people, goods and services in, out and around the City of Victoria, for generations to come.

Community Event Launch Details:

Date: Thursday, January 24

Where: Victoria Conference Centre

Time: Doors open at 6 p.m. – Event starts at 7 p.m.

Limited Seating – Reserve Today: <https://www.eventbrite.ca/e/go-victoria-our-mobility-future-tickets-54437231224>

The audience will hear from an expert panel of speakers and watch a series of short transportation films about how mobility has already shaped Victoria, and what opportunities and challenges lie ahead. Confirmed speakers include:

- Lilly Shoup – Senior Director of Transportation Policy, Lyft
- Jeff Tumlin – Transportation Strategy Director, Nelson\Nygaard
- Gordon Price – Urban Development and Planning Consultant & author of *Price Tags*

The audience can participate in the discussion, ask questions and provide insights on city-wide transportation and mobility issues.

“Victoria and the region need new mobility solutions to help eliminate congestion, pollution and greenhouse gases, while still allowing people the freedom to move and access the things they love,” says Mayor Lisa Helps. “Victoria needs rapid transit links to the West Shore and the Peninsula, safe and enjoyable walking and cycling networks, well-designed parking networks, high-standards of accessibility, and multiple shared and electric mobility options. These are the types of solutions that can help the City thrive.”

The City wants to hear from the public to build the strategy that will map Victoria’s transition to a higher standard of transportation and mobility, defined by integrated, clean, seamless and attractive mobility networks that support all modes of travel. This is the first in a series of community outreach sessions planned for 2019.

To find out more about *Go Victoria: Our Mobility Future* or reserve a seat visit:
<https://www.victoria.ca/EN/main/residents/transportation/go-victoria.html>

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For More Information:

Bill Eisenhauer
Head of Engagement, City of Victoria
250.858.1061
beisenhauer@victoria.ca

Go Victoria Community Launch Event - Panelist Biographies:

Lilly Shoup – Senior Director of Transportation Policy, Lyft

Lilly is currently the Senior Director of Transportation Policy at Lyft and previously held transportation planning leadership positions at Groundwork USA and the US Department of Transportation. As Senior Director of national transportation policy, she focuses on making sure that Lyft is a good partner to cities and transportation agencies, by supporting policy initiatives around improving mobility access and decoupling the right to mobility from auto ownership.

Jeff Tumlin – Principal and Director of Strategy, Nelson\Nygaard

Jeffrey Tumlin is a principal and director of strategy at Nelson\Nygaard, a transportation planning and engineering firm that focuses on sustainable mobility. For more than twenty years, he has led station area, downtown, citywide, and campus plans; his major development projects have succeeded in reducing their traffic and CO2 emissions by as much as 40%, and accommodated many millions of square feet of growth with no net increase in motor vehicle traffic. These projects have won awards from the Institute of Transportation Engineers, American Planning Association, Congress for the New Urbanism, and Urban Land Institute. During 2016-17, Jeff was the interim Director of Oakland's first Department of Transportation, helping the city create the new department and develop its first budget. Jeff is the author of *Sustainable Transportation: Tools for Creating Healthy, Vibrant and Resilient Communities* (Wiley, 2012).

Gordon Price – Urban Development and Planning Consultant

Gordon Price is the former director of The City Program at Simon Fraser University. In 2002, he finished his sixth term as a city Councillor in Vancouver. He also served on the board of Metro Vancouver and was appointed to the first board of TransLink in 1999. Gordon is a regular lecturer on transportation and land use for the City of Portland and Portland State University and writes a monthly column for *Business in Vancouver*. Gordon's blog [Price Tags](#) covers a wide range of urban transportation, land use and technology related topics.