



3.0 >> PUBLIC COMMUNICATION AND ENGAGEMENT

As part of the 2014 Bicycle Network update, the City undertook comprehensive engagement with the public and stakeholders, as summarized in the City's Bicycle Network update Engagement Summary Report. Over a two-month period in the spring of 2014, City staff hosted 11 information stations and three workshops speaking directly with over 1,500 people and receiving 1,307 completed surveys. The feedback was used to inform an updated network map, a list of priority projects for the next five years and the scope for the Bicycle Master Plan update.

Building on previous consultation processes undertaken by the City, a separate Communication and Engagement Strategy has been developed that provides an inclusive and accessible approach to building awareness and excitement for this project. This process will engage local residents to ensure their needs and ideas are incorporated into the locations and design concepts of Victoria's updated bicycle network.

The approach to public communication and engagement for this study emphasizes the need to include non-cyclists and diverse voices who may not otherwise participate in community planning processes. This will be achieved by expanding the conversation beyond active mobility and cycling, and holding events in the community where people shop and socialize. The proposed communication and engagement techniques recognize that Victoria's bicycle network will contribute to broader city objectives, including transportation, sustainability, economic development, and placemaking, among others. Using diverse engagement tools that are fun, interactive, and designed to meet people where they already gather will ensure the City reaches these objectives.

Victoria's updated bicycle network will impact all residents. The Public Communication and Engagement Strategy ensures that as many people as possible are aware of the upcoming changes, and are excited about the benefits the bicycle network will bring. It is also acknowledged that the changes will be greater in the areas and neighbourhoods directly on or adjacent to the proposed bicycle corridors. Therefore, the engagement strategy will operate on a

localized, neighbourhood-specific scale through pop-up booths and engagement labs in key neighbourhood gathering places. This will allow residents to provide feedback and receive detailed information on the priority corridors and concepts through meaningful, inclusive, and accessible engagement tools.

The Public Communication and Engagement for this project will provide the city with a framework and content that the city can use to sustain excitement, and continue consulting the public on an ongoing basis. The detailed Public Communication and Engagement Strategy and Plan is provided in Appendix C.



WHY #BIKETORIA? #BIKETORIA celebrates Victoria's status as one of the best Canadian cities for cycling. The title is also aspirational to match the bold mode share targets and vision developed by Victoria's City Council and its residents. We want Victoria to become synonymous with a world class cycling network. In 2018, when people think about or visit Victoria, they will see a vibrant, healthy, and happy city that embraces cycling as a part of everyday life.

The #BIKETORIA logo is designed to generate excitement and demand attention. The hashtag nods to the digital and social media components of the project, but also resembles the street grid on which Victoria's minimum grid of bicycle lanes will be built. The colour scheme acknowledges Victoria's connection to nature, and how its natural beauty, surroundings, and climate each contribute to the city's cycling culture.

3.1 ACTIVITIES

The Public Communication and Engagement Strategy includes five broad activities that will be used throughout the study. These activities are summarized below to highlight their purpose and content. Overall, the intent of this approach is to move the engagement from a broad overview of cycling in Victoria, to a network level and then finally the individual corridors and preliminary and then detailed design. Through this approach, feedback will be collected and inform the next step of design work to be completed.

EVENT	TECHNICAL ADVISORY COMMITTEE	#BIKETORIA SUMMIT & WORKSHOP
ACTIVITY	3 meetings	Public forum and display
SPECTRUM OF ENGAGEMENT	Involve	Inform and Consult
INTENT	<ul style="list-style-type: none"> > Build awareness and support for the project. > Collect feedback from stakeholders on the proposed corridors. > Collect information relevant to the preliminary and detailed concept designs. 	<ul style="list-style-type: none"> > Build awareness and support for the project. > Collect feedback from the public on the proposed corridors. > Collect information relevant to the preliminary concept designs.
AUDIENCE	Key stakeholders such as cycling associations, business community, neighbourhood associations, and others.	<ul style="list-style-type: none"> > General public > Focus on the business community, neighbourhood associations, and key stakeholders.
DESIRED OUTCOME	Collect stakeholder feedback on the network principles, priority corridors, and preliminary, detailed concept design specific to each corridor.	Collect public feedback to gain an understanding of the advantages and challenges of the network, proposed corridors, and facility type.
INCORPORATING FEEDBACK	Inform the interim report and proposed 2018 All Ages and Abilities Priority Network.	Inform the preliminary concept designs.

EVENT	POP-UP ENGAGEMENT LABS	NEIGHBOURHOOD SALONS	WEBSITE AND SOCIAL MEDIA
ACTIVITY	Pop-up booths	Discussion meetings	Website and social media
SPECTRUM OF ENGAGEMENT	Inform and Consult	Inform and Consult	Inform and Consult
INTENT	<ul style="list-style-type: none"> > Build awareness and support for the project. > Collect feedback from the public on the proposed corridors. > Collect information relevant to the preliminary concept designs. 	<ul style="list-style-type: none"> > Consult key stakeholders on the draft concept designs for the corridors. > Collect feedback on the detailed concept designs. 	<ul style="list-style-type: none"> > Build awareness and support for the project. > Provide on-going and up-to-date information about the project. > Collect feedback regarding the proposed corridors and preliminary concept designs.
AUDIENCE	<ul style="list-style-type: none"> > Local public (those living on or near the proposed corridors). > Latent users (drivers, non-cyclists, people of all ages, abilities, and backgrounds). 	<ul style="list-style-type: none"> > Key corridor-specific stakeholders (e.g. business community, neighbourhood associations, and others impacted by the project). 	<ul style="list-style-type: none"> > General public
DESIRED OUTCOME	Collect feedback to better understand the advantages and challenges of the network with emphasis on adjacent proposed corridors and facility type.	Collect stakeholder feedback on the detailed concept design specific to each corridor.	Public and stakeholder awareness of the project and opportunities for feedback.
INCORPORATING FEEDBACK	Inform the preliminary concept designs.	Inform the preliminary concept designs.	Inform the preliminary and detailed concept designs.

Technical Advisory Committee (On-going): For the purpose of this project, the Technical Advisory Committee from the 2014 Bicycle Network update has been expanded to ensure a broad range of stakeholder perspectives are included in the process. This enhanced committee includes cycling organizations (for example WEBike and organizers of kidical mass), business representatives, placemaking, health, neighbourhood associations, and other key agency stakeholders, including BC Transit as well as City staff from various departments and other agency stakeholders. The Technical Advisory Committee will meet three times throughout the course of this project:

- > Meeting #1: Guiding Principles and Priority Network
- > Meeting #2: Conceptual Planning
- > Meeting #3: Confirmation of Design Concepts

This stakeholder committee is critical to ensuring we understand all issues from the outset, to build a common understanding of the project, and to ensure we are building support from external stakeholders on an on-going basis throughout the development of Victoria's bike network.

*** List of all groups represented:**

- | | |
|------------------------------|------------------------------|
| > Business Community | > Neighbourhood Associations |
| > Cycling Community | > Accessibility |
| > Technical Advisory | > Student |
| > Placemaking | > Women |
| > Urban Design / Agriculture | > Safety |
| > Healthy Communities | > Sustainable Transportation |
| > All Ages and Abilities | > City of Victoria |



#BIKETORIA Summit and Workshop (November 1, 2015): The #BIKETORIA Summit and Workshop will launch the latest phase of Victoria's updated bicycle network project. This public event will begin with welcoming remarks from Mayor Lisa Helps, who will introduce this phase of the project and explain how Victoria will become a place where people of all ages and abilities can travel safely by bicycle. Following Mayor Helps, presentations will be made by members of Victoria's bicycle network consultant team ("The International Cycling Dream Team"). These international cycling experts will share their vision for the future of transportation in Victoria, and describe how the upcoming improvements to cycling infrastructure will contribute to making Victoria a vibrant, healthy, and accessible city. The keynote presentations will serve as a jumping-off point for conversation and will assist the public in providing informed feedback on topics such as traffic impacts, parking loss, economic development impacts, and accessibility. The presentations will be followed by an opportunity for audience members to ask questions and engage the speakers in a dialogue.

The #BIKETORIA Summit will also include a workshop component, which will serve as an opportunity for the public to provide feedback on the proposed All Ages and Abilities network. The #BIKETORIA team will setup display boards featuring the proposed network in the venue and the public will have the opportunity to provide feedback about the proposed corridors before and after the event through interactive activities and surveys as well as the question and answer session. Facilitators will be on hand to guide participants through the activities and address any questions or concerns residents may have about the project. The #BIKETORIA Summit and Workshop will be complimented by an online survey.



GIL PENALOSA | 8 80 CITIES

Gil is Founder and Chair of the Board of 8 80 Cities and is an accomplished presenter and inspirational speaker. Because of Gil's unique blend of pragmatism and passion, his leadership and advice is sought out by many cities and organizations. Over the past eight years, Gil has worked in over 180 different cities across six continents.

As former Commissioner of Parks, Sport and Recreation for the City of Bogotá, Colombia, Gil was an integral part of the city's much celebrated transformation of public space and sustainable mobility during the late 1990s. Gil successfully led the design and development of over 200 parks including Simon Bolivar, a 113-hectare park in the heart of the city. Gil's team also initiated the "new Ciclovía," a program that sees over one million people walk, run, skate, and bike along 121 kilometres of Bogotá's city roads every Sunday, and today is internationally recognized and emulated.



ANDREAS RØHL | GEHL ARCHITECTS & STUDIO

Andreas is an internationally renowned cycling specialist with Gehl Architects. Andreas was formerly the City of Copenhagen's Bicycle Programme Manager. Through his seven years at the City of Copenhagen, Andreas gained unique insights into delivering on high profile political agendas, as well as promoting cycling in urban areas via both hard and soft infrastructure. Andreas focused on bicycle

policies and strategies to improve conditions for cycling; communication and marketing of cycling issues within Copenhagen and abroad; and worked closely with the bicycle industry, NGOs and other public institutions, to promote cycling. Andreas developed Copenhagen's 2012 Cycling Strategy and "Design Guidelines for Great Cycle Roads". With Gehl Architects, Andreas is working to create efficient urban transport systems, with a focus on transport as a means to creating liveable cities.



MIA BIRK | ALTA PLANNING + DESIGN

Mia is the CEO of Alta Planning + Design. She has spent her entire career creating active communities. She is the author of *Joyride: Pedaling Toward a Healthier Planet*, which tells the behind-the-scenes story of how a group of determined visionaries transformed Portland into a cycling mecca and inspired the nation. She has been at the forefront of numerous groundbreaking studies and organizations,

and was a co-founder of Portland State University's Initiative for Bicycle and Pedestrian Innovation and the Cities for Cycling Project and Urban Bikeway Design Guide of the National Association of City Transportation Officials (NACTO). She was a co-founder at Alta Bicycle Share Inc., which launched and operates public bike sharing systems in 10 North American communities and Melbourne, Australia, and was recently sold and rebranded as Motivate.

#BIKETORIA ENGAGEMENT LABS: The #BIKETORIA Engagement Labs will be an opportunity for residents to discuss their concerns related to traffic impacts and potential loss of parking facilities, as well as their aspirations related to bike facility designs and amenities. The #BIKETORIA team will record feedback through surveys, interactive activities, and notetaking. We will address concerns and share examples of best practice facilities by using visual tools and mapping exercises.

#BIKETORIA Neighbourhood Salons: Once corridor concepts have been developed, a series of public open house events will be held. These events will present the study progress, including the recommended network and priority corridors, as well as the preferred design concepts for each corridor. The #BIKETORIA Neighbourhood Salons will be hosted in venues that are easily accessible to residents of each community (schools, coffee shops, libraries, community centres). These events will be informal and conversational in tone, and provide detailed visual displays with information about the proposed updates to Victoria's bicycle network.

These Salons will be used to obtain input on the selection of the preferred concepts before moving into the next level of detailed conceptual design for the preferred concept for each corridor. Local stakeholders will receive detailed information on the impacts and benefits that the corridors will have in their neighbourhood. The project team will be available to collect ideas, and answer any questions or concerns.

Website and Social Media (On-going): Social media is critical to promoting the #BIKETORIA campaigns and engagement events. The City of Victoria's existing social media channels (Facebook, Twitter, Instagram) will be used throughout the process to share updates about the project, raise awareness of the #BIKETORIA Summit and Engagement Labs, and educate the public on the benefits of cycling as a part of everyday life. Along with clear, accessible messaging, the #BIKETORIA logo will appear on all promotional and communications materials.

Social media will also be used to engage residents in a conversation by asking them to share their thoughts, ideas, and photos of cycling in Victoria. This will be achieved through two new social media campaigns.

 **#Biketoria Is _____**

functions as both an engagement tool and a social media campaign. At the Pop-up Engagement Labs, residents will be asked to complete the phrase

 ***In 2018 biking will be _____.***

on an erasable whiteboard. We will photograph participants with the whiteboard, and share it on social media channels with the #BIKETORIA hashtag.

Social media will also build excitement among traditional media. The international team of experts will be available for traditional print or radio interviews at both a local and regional level.

3.2 MEASURING SUCCESS

A system for evaluating communication and engagement activities is crucial to the success of the proposed corridor selection and design concept process.

Key measure of success: A diverse representation of Victoria residents and businesses have actively participated in the bicycle network implementation process. Different measures will be used to gauge the success of the communication and engagement strategies.

Throughout the project, the success of the social media campaigns will be evaluated. This includes measuring progress by tracking interactions with #BIKETORIA-related posts on Facebook, Twitter, and Instagram. In October, the success of the engagement activities, including the #BIKETORIA Summit and Pop-Up Engagement Events, will be measured by counting the number of people who participate in the activities (including interactive maps and comment forms), fill out an on-line survey, use the temporary bike lanes, or speak to members of our Project Team while in the field.

Communication and Engagement Report: The key findings, highlights, and results will be recorded in a #BIKETORIA Communication and Engagement Report. The report will include outcomes on each measurement of success. This report will be concise, easy-to-read, and will make use of extensive use of graphics and visuals to ensure it is accessible and engaging for City Council, staff, and members of the public.

The results of the engagement will inform the project work on an on-going basis. The report will summary this interaction and ensure that any other feedback is available to inform future City activities related to cycling.



