

# Active Transportation Advisory Committee

Tuesday, FEBRUARY 28, 2023

## ACTION MINUTES

Meeting Attendees: Linda Ginenthal, Laura Coward; Margo Farren, Thomas Guerrero, Finn Kreisher, Anne Moon

Regrets: Osmaan Sheikh, Sally Lin, Chris Marks, Carolyn Gisborne, Sarah Webb

### ACTION MINUTES

#### **Motion to Adopt February 2023 Agenda**

Moved Margo / Second Laura

CARRIED

#### **Motion to Adopt January 2023 Draft Action Minutes**

Moved Finn / Second Anne

CARRIED

#### **Collision Data/Response Presentation from Ops – Nick Armstrong**

- Who is addressing non-engineering issues like behavioral(compliance)?
  - Red light camera deployment, more ICBC enforcement, less than 10 traffic officers w/ VicPD, DUI roadblocks, CoV educational materials online via Engagement, Need to see more boots on the ground for enforcement/education
- How do we measure success of these programs that meant to improve behaviors?
  - road diets, data collection, speed reader boards
- How do we stack up to other municipalities w/ fatalities?
  - Need to qualify data to make determination, Usually 1 or 0 fatalities/yr
- Happy that VicPD investigates design of road and thinks every municipality should have that capacity

#### **Vision Zero Primer Roundtable**

- Not in love with the "Vision 0" name
- How many slip lanes have been removed;
- Feel that "'Vision 0" name it is a bit alienating
- How are serious injuries determined?
- Need to look at Vision 0 in two ways – One as a marketing exercise and two as an objective
- Does the City utilize the Walk Roll Map and Bike Map.org?
- Recommended mandatory bike training for middle school kids

## Road User Education Campaigns 2024/2025

- What is the issue or concern?
  - More evaluation of programs. How do we know a program is working?  
More behavior change metrics.
  - Helmet laws reduced biking by 15% as an example of a metric.
  - Post Covid w/ less on changing behavior with a shift to encouraging use of other forms of transportation.
  - Active Transportation training program for all users; bike bus like in Amsterdam, or a walk bus to school
  - Like the bike bus idea; Concerns w/ legal landscape about letting children walk/bus to school on their own
- What is the specific change in behavior that needs to be targeted?
  - Walk, bike, take transit
- Which groups (or sub-groups) should the campaign be aimed at?
  - School based populations
  - People that have moved to help them figure out how to utilize active transportation in their new home.
  - Community Partners to deliver like Welcome Wagon – include CRD bike map or brochure on bike parking and bus routes
  - Finn – need most people knowing some of the rules not a small group knowing all of the rules.
- When is the best time of year to address this behavior?
  - **Recommendation not provided**
- What tactics or methods or strategies could be delivered to support the behavior change?
  - Educational posters in parkades
  - Signs along the highway showing how many minutes it takes to get downtown based on travel mode
  - Destinations on wayfinding signage w/ estimated amount of time for people to get somewhere downtown for cycling facilities.
  - Facilitating access to more reflective gear for cyclists
- Who is a trusted voice to help spread the word?
  - Struggling to come up with an answer to this one.
  - Most active voices tend to preach to the choir and can be alienating
  - Looking for more of an average Victorian who has made the shift
- Which partners would also be interested in this campaign?
  - HUB – for engaging w/ new immigrants
  - VIRS
  - Capital Bike
  - Walk On Victoria
  - Any hot youth avenues like on Social Media

## Motion to Adjourn

REMINDER: March 2023 Meeting – In Person at City Hall.