



CONTENTS

| 1.0 INTRODUCTION | 1 |
|----------------------|---------|
| 2.0 RAISING AWAREN | ESS 2 |
| 3.0 FALL 2017 ENGAGI | EMENT 3 |
| 4.0 NEXT STEPS | 20 |



PART 1 INTRODUCTION

The District of Saanich is a vibrant, livable and growing community on the southern tip of Vancouver Island. With a population of approximately 110,000 residents, Saanich is the largest of 13 municipalities that make up the Capital Regional District. Saanich is a diverse community, home to a variety of unique settings, including a combination of both urban and rural land uses which have shaped the character of the community.

In December, 2016, the District of Saanich launched Moving Saanich Forward - a two-year-long initiative to develop Saanich's first-ever Active Transportation Plan. This initiative is part of the District's focus on improving walking, cycling and other active mobility options in Saanich. The Active Transportation Plan will guide the District's investments in active transportation over the next 30 years. The plan will contribute to increased transportation options by improving the accessibility, comfort, convenience and safety of active transportation.

Input from the community has been an essential component of the Moving Saanich Forward process. Three rounds of public engagement have taken place since the process launched, engaging thousands of people.

The first round of public engagement for the Active Transportation Plan took place in January and February, 2017. More than 2,000 people provided feedback, which was used to inform the overall direction of the Active Transportation Plan. including a vision, goals and targets. The input received from the first round of public engagement is summarized in **Engagement Summary #1**.

The second round of public engagement took place between April and June, 2017. During this round of engagement, the Moving Saanich Forward team hosted a series of neighbourhood events and a second Walk Bike Rally: Stakeholder Workshop. The input received from the second round of public engagement is summarized in **Engagement Summary #2**.

In the fall of 2017, the Moving Saanich Forward team consulted with more than 2,000 residents during the closing round of public engagement for the Active Transportation Plan. Throughout the closing round of engagement there were a variety of opportunities for the community to provide input on the draft strategies, actions and proposed networks being recommended in the draft plan.

This Engagement Summary summarizes the input received during the closing round of public engagement. During this round of engagement, participants were presented with the draft Active Transportation Plan and asked for input regarding their level of support for what is being recommended in the draft plan. We heard from residents and stakeholders what they like or don't like, what is missing and what should be prioritized.

The suggestions and comments received during the closing round of public engagement are now being considered alongside a technical review to prepare the final Active Transportation Plan for Saanich District Council consideration in the spring of 2018.

RAISING AWARENESS

A variety of promotional material was used to promote Moving Saanich Forward and the opportunities for residents to participate in developing the Plan. The following material was developed to raise awareness during the closing round of public engagement:

PRESS RELEASES

A press release was issued to local media outlets and published on the District's website on October 17, 2017. This resulted in a total of two articles published in the Saanich News on October 17 and November 14, 2017.

PRINT ADS

Ads were placed in both the Saanich News and Times Colonist to promote the closing round of public engagement. The ads ran on October 18, 2017 (Saanich News), October 19, 2017 (Times Colonist), October 20, 2017 (Saanich News) and October 21, 2017 (Times Colonist).

PROMOTIONAL CARDS

Pocket-sized promotional cards were distributed throughout the closing round of public engagement. Approximately 1,200 promotional cards were handed-out at events throughout the District.

UTILITY BILL ADS

All utility bills mailed to residents in October and November, 2017 were stamped with the project logo and a call-to-action for residents to participate in the Moving Saanich Forward survey. In total 25,098 households were reached through the utility bill ads.

SOCIAL MEDIA

Facebook and Twitter were used to promote the project and opportunities to get involved. Facebook ads were circulated throughout the month of October and

November, 2017 reaching more than 4,500 people. Posts were also made to the District's Facebook feed, organically reaching more than 11,000 people and generating 462 likes and shares. The District's Twitter feed featured 59 tweets between October 16, 2017 and December 8, 2017, generating more than 36,500 impressions and 835 engagements.

VIDEO

A promotional video was published on the District's website, Facebook page, and YouTube channel on October 17, 2017. The video was used to educate viewers on what is included in the draft Active Transportation Plan and to encourage participation in the closing round of public engagement. In total, the video received 1,900 views on Facebook and 482 views on YouTube.



PART 3 **FALL 2017 ENGAGEMENT**

PURPOSE OF ENGAGEMENT

The closing round of engagement was designed to seek feedback from Saanich residents on the draft Active Transportation Plan and, specifically, the draft maps, strategies and actions that will guide investments in active transportation for the next 30 years.

The feedback received during the closing round of public engagement will be used to revise and finalize the Active Transportation Plan before it is presented to District Council for consideration in the spring of 2018.

ENGAGEMENT CHANNELS + WHAT WE HEARD

A series of events and activities were hosted between October and December. 2017. All events took place in venues with high foot traffic, targeting a broad cross-section of the community by meeting people where they already gather. This approach responded to the need to include residents who normally do not participate in community planning processes.

The following is a summary of the engagement that took place during the closing round of public engagement for Moving Saanich Forward. Please note, the views represented in this Moving Saanich Forward Engagement Summary Report reflect the priorities and concerns of those who participated in the engagement opportunities outlined in this report. Participants self-selected into the Moving Saanich Forward engagement process and therefore results are not necessarily statistically-representative of public opinion.

PROJECT ADVISORY COMMITTEE

The Project Advisory Committee (PAC) met for a third time on October 11, 2017 at the Cedar Hill Golf Course. The PAC consists of representatives from the following groups:

- Ministry of Transportation and Infrastructure
- UVIC Campus Planning and Sustainability
- Saanich Community Association Network (SCAN)
- Greater Victoria Placemaking Network
- Greater Victoria Cycling Coalition

- CRD Transportation Services
- Capital Region Equestrians
- Tourism Victoria
- Walk on Victoria
- City of Victoria
- Island Health
- BC Transit
- ICBC

The purpose of this PAC meeting was to share and collect feedback on the draft Active Transportation Plan. Feedback from PAC members was obtained through a facilitated discussion on the policies and recommendations within the plan, as well as the proposed active transportation networks.

Details surrounding the closing round of engagement were also presented, with each committee member being asked how they see themselves participating and how best to promote the events within the community.

In total, 15 PAC members attended this meeting.

POP-UP ENGAGEMENT

Throughout the closing round of public engagement, District staff 'popped up' at 10 locations throughout the District to hand out promotional information to residents and encourage participation in the process. Locations were selected strategically in order to reach a broad group of citizens across the District.

In total, outreach through pop-up engagement reached approximately 930 people. The table below outlines the locations and number of residents reached through each pop-up.

| DATE | LOCATION | ESTIMATED NUMBER OF Conversations |
|---------------------------|--|--------------------------------------|
| October 18 th | Royal Oak Country Grocer | 110 |
| October 19 th | Tillicum Centre | 75 |
| October 22 nd | Uptown Plaza | 160 |
| October 28 th | Galey Farms | 60 |
| November 1st | Camosum College Lansdowne | 150 |
| November 2 nd | UVic University Centre | 120 |
| November 14 th | Camosun College Interurban | 20 |
| November 15 th | Camosun College Lansdowne | 100 |
| November 29 th | Borden Street at McKenzie Avenue | 75 |
| December 6 th | Switch-Bridge (Galloping Goose at Lochside) | 60 |

MOVING SAANICH FORWARD OPEN HOUSE

Citizens were invited to learn more and provide feedback on the draft plan at one of three open houses. The open houses provided an overview of the plan's highlights and an opportunity for residents to discuss the draft plan with members of the project team.

The open houses were hosted at the following locations:

GORDON HEAD RECREATION CENTRE: OCTOBER 24, 2017

CEDAR HILL RECREATION CENTRE: OCTOBER 25, 2017

G. R. PEARKES RECREATION CENTRE: NOVEMBER 4, 2017

Each event featured a series of information display panels highlighting the draft Active Transportation Plan and the strategies and actions included within the plan. Draft active transportation network maps were also displayed for discussion and comment.

Attendees were encouraged to provide feedback through the online survey, with hard-copies and tablets (iPads) loaded with the survey available at a central feedback table.

Hard-copies of the Moving Saanich Forward **Discussion Paper #2** and **Engagement Summary #2** were available for residents to review. Promotional cards, stickers, bike lights and pedometers were also handed out to those in attendance.

Combined, 335 conversations took place through the three open houses.

INTERACTIVE ONLINE SURVEY

An interactive survey was available online and through hard-copy for all interested residents to complete between October 11 and December 8. The survey was developed in collaboration with Envision Sustainability Tools (MetroQuest), a Canadian digital engagement software company. MetroQuest is a web-based suite of public engagement tools used in planning processes to engage stakeholders and the public.

The survey was designed to gather feedback on the draft Active Transportation Plan, including identifying priorities, rating strategies, and reviewing the draft active transportation network maps.

The survey received more than 1,400 views, resulting in 975 survey responses. The results of the interactive survey will be used to refine and finalize the draft Active Transportation Plan, along with the other input received through conversations with stakeholders and technical analysis.



WHO WE HEARD FROM: DEMOGRAPHIC OVERVIEW

Participants were asked to provide demographic information, including age, gender and neighbourhood. This information provided the project team with a better understanding of who responded to the online survey.

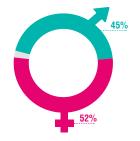
AGE BREAKDOWN

Nearly half of respondents were between the age of 35 and 54 years old. The survey received the least amount of responses from those 24 years and younger, with only 3.4% of respondents in this age range.



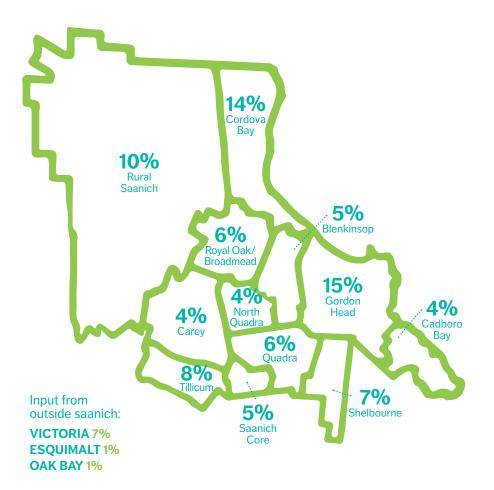
GENDER BREAKDOWN

More than half of those who participated in the online survey identified themselves as female, whereas 45% identified as male. Approximately 3% of respondents choose not to provide a response to this question.



NEIGHBOURHOOD BREAKDOWN

The survey data reflects input from all 12 Saanich neighbourhoods, with Gordon Head receiving the highest response rate, followed by Cordova Bay.



MODE OF TRANSPORTATION BREAKDOWN

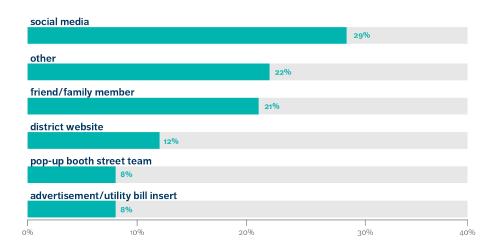
Nearly half of respondents (48%) already use active transportation (walk/bike) as their main mode of transportation. Those who typically drive make up 42% of survey respondents.



OUTREACH BREAKDOWN

Respondents were asked to indicate how they heard about the survey in order to evaluate the success of each marketing tool used to promote the closing round of engagement for Moving Saanich Forward.

As shown below, social media saw the most success in generating awareness and participation in engagement activities.









The following is a summary of what was heard through the online survey.

YOUR PRIORITIES | SCREEN 2

The draft Active Transportation Plan contains a number of strategies and actions to improve walking, cycling and other forms of active transportation in Saanich.

To better understand priorities, survey participants were provided with \$100 in virtual money and asked to indicate how they would invest the money based on eight categories.

EXPAND THE SIDEWALK NETWORK

Build new sidewalks to fill in gaps in the existing sidewalk network.

IMPROVE EXISTING SIDEWALKS

Improve existing sidewalks and crosswalks to address quality issues and ensure they are maintained year-round.

EXPAND THE BICYCLE NETWORK

Continue to develop a complete and connected bike network for people of all ages and abilities throughout Saanich.

IMPROVE EXISTING BICYCLE ROUTES

Improve existing bicycle facilities, including intersections & crossings, to ensure they're accessible to people of all ages and abilities and ensure facilities are maintained year-round.

IMPROVE TRANSIT ACCESS & EXPERIENCE

Work with BC Transit to improve bus stops with benches, shelters and customer information and also improve walking and cycling connections to bus stops.

INVEST IN STREET AMENITIES

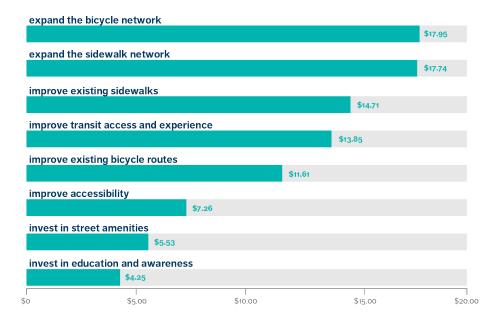
Provide more amenities including bike parking, benches, planters and patios, lighting, public plazas, street banners, public art and wayfinding signs.

INVEST IN EDUCATION AND AWARENESS

Encourage people to walk, bike and use transit more often through marketing and communications campaigns promoting the benefits of active transportation

IMPROVE ACCESSIBILITY

Ensure that sidewalks, bike facilities and shared pathways/trails are accessible to people of all ages and abilities.



The graph above illustrates the average amount of budget allocated to each category. Based on the distribution, 'expand the bicycle network' was identified as the highest priority for investment, followed by 'expand the sidewalk network'. The lowest investment priorities were identified as 'invest in street amenities' and 'invest in education and awareness'.

RATING STRATEGIES | SCREEN 3

The draft plan includes three themes: Connections, Convenience and Culture. Survey respondents were asked to rate their level of support (on a 5-point scale) for the strategies identified under each of the three themes as well as a general 'your priorities' theme. Participants were also given the opportunity to provide optional comments. The following is a summary of the feedback for each category.

YOUR PRIORITIES

CENTRES AND VILLAGES

Prioritize improvements in major commercial centres and villages

TRANSIT ROUTES

EG.

RAT

Prioritize improvements that improve connections to transit

SCHOOLS AND COMMUNITY CENTRES

Prioritize improvements that improve connections to schools and community centres

Prioritize improvements that improve connections to parks and trails

BUSY STREETS

Prioritize improvements that improve safety on busy streets

'Busy streets' was identified as the highest priority with an average rating of 4.2 stars out of 5, followed by 'transit routes' with an average rating of 3.6 stars.



In total, 393 comments were received under the 'your priorities' theme. The comments have been grouped into themes for each strategy as described below.

BUSY STREETS: 151 COMMENTS

Of the 151 comments the most common theme was support for prioritizing improvements to busy streets. Other common themes include the desire to improve busy streets around Cordova Bay, the desire to not reduce lane widths or number of travel lanes and to focus on use of secondary routes as bike routes.

TRANSIT ROUTES: 72 COMMENTS

Of the 72 comments the most common theme was support for a focus on transit with increased transit frequency noted as an important factor in creating wellused connections.

SCHOOLS AND COMMUNITY CENTRES: 62 COMMENTS

Of the 62 comments the most common theme was support for a focus on schools and community centres connections with paths and sidewalks.

CENTRES AND VILLAGES: 56 COMMENTS

Of the 56 comments the most common theme was support for improvements in major centres and villages noting that they are important for development of community.

PARKS: 52 COMMENTS

Of the 52 comments the most common theme was support for a focus on improving the connections to parks and trails. It was also noted that this is something that is already done well in Saanich.

CONNECTIONS

Develop a complete network of on-street and off-street pedestrian and cycling facilities to connect all major destinations in Saanich.

SIDEWALK NETWORK

Build new sidewalks in areas of high demand and improve existing sidewalks

BICYCLE NETWORK

Develop a complete bicycle network that is comfortable for all ages and abilities

PATHWAYS AND TRAILS

Work with partners to expand and enhance offstreet pathways and trails

INTERSECTIONS AND CROSSINGS

Improve pedestrian and cycling safety by making it easier to cross major streets

REGIONAL CONNECTIONS

Work with regional partners to improve connections to surrounding municipalities

RURAL SAANICH

Make it safer and more comfortable to walk and cycle on rural roads

TRANSIT

Work with partners to improve amenities and connections to bus stops

'Intersections and crossings' was identified as the highest priority with an average rating of 4.1 stars out of 5, followed closely by 'sidewalk network' with an average rating of 4 stars.



In total, 558 comments were received under the 'connections' theme. The comments have been grouped into themes for each strategy as described below.

SIDEWALK NETWORK: 113 COMMENTS

Of the 113 comments the most common theme was support for improving connections by building new sidewalks in areas of high demand. Other common themes that were noted include a desire to improve accessibility, fill existing gaps, and a lack of support for building new sidewalks.

INTERSECTIONS AND CROSSINGS: 108 COMMENTS

Of the 108 comments received the most common theme was the desire to increase the number of crosswalks to access destinations such as beaches, transit stops and along other desire lines. Support for these improvements was also a common theme.

BICYCLE NETWORK: 107 COMMENTS

Of the 107 comments the most common theme was support for developing an AAA bicycle network. Other common themes include a lack of support and concern that the bike network should not impact vehicle travel. Safety considerations for shared use facilities was also identified by a number of responses.

RURAL SAANICH: 79 COMMENTS

Of the 79 comments received the most common theme was support for making rural Saanich more comfortable for active transportation. Other common themes include desire for wider shoulders, traffic calming, and discouraging commuter traffic.

PATHWAYS AND TRAILS: 63 COMMENTS

Of the 63 comments the most common theme was support for expanding offstreet paths and trails. Other common themes include a focus on connections to paths and trails, desire to keep paths and trails unpaved, and identifying that other connections are more important than to paths and trails.

TRANSIT: 59 COMMENTS

Of the 59 comments received the most common theme was support for improving amenities such as bus stop shelters, benches, sidewalks and crosswalks.

REGIONAL CONNECTIONS: 42 COMMENTS

Of the 42 comments received the most common theme was support for improving connections to adjacent municipalities.







CONVENIENCE

Ensure that walking and cycling are convenient options to travel through Saanich

ACCESSIBILITY

Ensure that walking and cycling infrastructure is accessible for all users

BICYCLE PARKING

Provide more bicycle parking and other end-of-trip facilities at key destinations

LAND USE

Ensure land use and neighbourhood design supports active transportation

GREAT PLACES

Create great places that are more inviting, safe and attractive to walk or cycle

MAINTENANCE

Ensure the active transportation network is well-maintained year-round

'Maintenance' was identified as the highest priority with an average rating of 4.0 stars out of 5, followed by 'land use' with an average rating of 3.9 stars.



In total, 240 comments were received under the convenience theme. The comments have been grouped into themes for each strategy as described below.

MAINTENANCE: 63 COMMENTS

Of the 63 comments received the most common theme was support for maintenance of the network year-round. Another theme was that non-winter months should be prioritized for maintenance.

LAND USE: 50 COMMENTS

Of the 50 comments received the most common theme was support for land use planning and design to support active transportation.

GREAT PLACES: 48 COMMENTS

Of the 48 comments received the most common themes were split between agreeing and disagreeing with creating great places. Some other themes included that this is a lower priority and that there are already great places in Saanich.

ACCESSIBILITY: 45 COMMENTS

Of the 45 comments received the most common theme was support for ensuring that infrastructure is accessible for all users.

BICYCLE PARKING: 40 COMMENTS

Of the 40 comments received the most common theme was support for bike parking and end-of-trip facilities. Other common themes included the need for secure bike parking and that the bike parking is already adequate in Saanich.

CULTURE

Build a culture for active transportation through education, awareness, research and monitoring.

COMMUNICATION CAMPAIGNS

Support communications and marketing of active transportation for residents

WAYFINDING

Improve wayfinding and signage to identify routes and key destinations

EDUCATION AND AWARENESS

Work with partners to develop education and awareness programs for all users

BENEFITS

Promote the benefits of active transportation, including health, economy, and tourism

MONITORING

Monitor Active Transportation Trips, Investments and Initiatives

'Wayfinding' was identified as the highest priority with an average rating of 3.3 stars out of 5, followed by 'monitoring' with an average rating of 3.0 stars.



In total, 180 comments were received under the convenience theme. The comments have been grouped into themes for each strategy as described below.

WAYFINDING: 42 COMMENTS

Of the 42 comments received the most common theme was support for improved wayfinding and signage.

MONITORING: 42 COMMENTS

Of the 42 comments received the most common theme was support for monitoring the use, investments and initiatives of active transportation.

EDUCATION AND AWARENESS: 34 COMMENTS

Of the 34 comments received the most common theme was support for education and awareness programs. The second most common theme was that resources are better used on other areas such as infrastructure.

BENEFITS: 32 COMMENTS

Of the 32 comments received the most common theme was that resources are better spent in other areas such as infrastructure. The second most common theme was support for promoting the benefits of active transportation.

COMMUNICATION CAMPAIGNS: 31 COMMENTS

Of the 31 comments received most of the comments were split between the support for marketing and the view that this is not a priority. Another common theme was the view that maps play an important role.

NETWORK REVIEW | SCREEN 4

Three network maps have been established to guide the development of active transportation facilities throughout the District: Spine Network, Sidewalk Network and Bicycle Network. Survey respondents were asked to review each network map before rating their level of support (on a 5-point scale) for each network. Participants were also given the opportunity to provide optional comments. The following is a summary of the feedback for each network.

SPINE NETWORK

The proposed active transportation network is defined by a "spine" network that connects all major Centres and Villages with facilities that are comfortable for people of all ages and abilities



The spine network received an average rating of 3.7 stars out of 5.

In total, 245 comments were received regarding the spine network map. The most common theme was support for the proposed spine network. Other common themes included that spines should avoid primary vehicle routes, a need for a spine in rural Saanich, and the need to collaborate with adjacent municipalities.

Of the comments provided, 98 made reference to a specific location. These location based comments received additional analysis and will be considered as the spine network is refined and finalized.

Cedar Hill Road and Shelbourne Street received the most mentions in the location based comments, followed by Rural Saanich.

CEDAR HILL ROAD

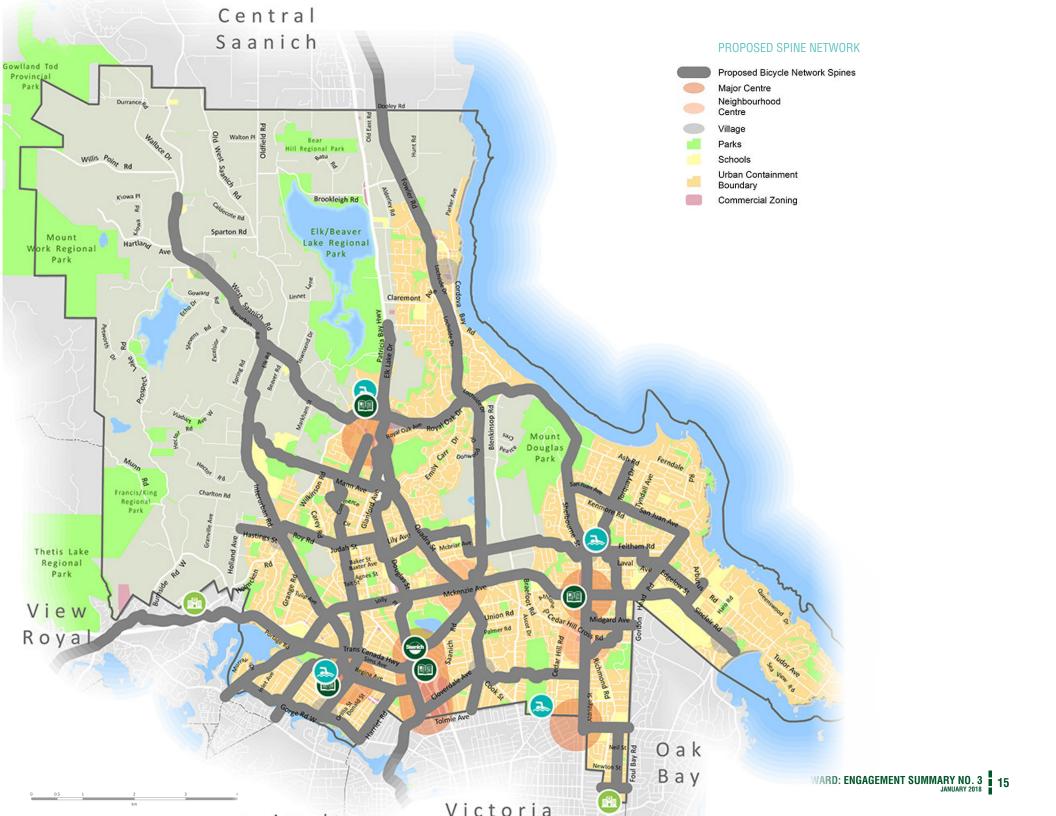
Respondents commented on the need to include Cedar Hill Road in the spine network and to improve bicycle safety along the roadway.

SHELBOURNE STREET

Comments related to Shelbourne Street were fairly split between those in favor of the proposed improvements and those against seeing bicycle facilities built along the corridor.

RURAL SAANICH

Respondents commented on the need to include more of rural Saanich in the spine network.



BICYCLE NETWORK

The proposed cycling network connects all areas of Saanich and would ensure that most residents are located within 400 – 800 metres of a bicycle route.



The bicycle network received an average rating of 3.9 stars out of 5.

In total, 248 comments were received regarding the bicycle network map. The most common theme was support of the proposed bicycle network. Other themes that were often identified include safety concerns, desire for the network to avoid primary vehicle routes, desire to connect and improve existing infrastructure prior to expanding the network, and concerns with the bike network taking away from vehicle travel lanes.

Of the comments provided, 132 made reference to a specific location. These location based comments received additional analysis and will be considered as the spine network is refined and finalized.

Cordova Bay Road and Shelbourne Street received the most mentions in the location based comments, followed by Quadra Street.

CORDOVA BAY ROAD

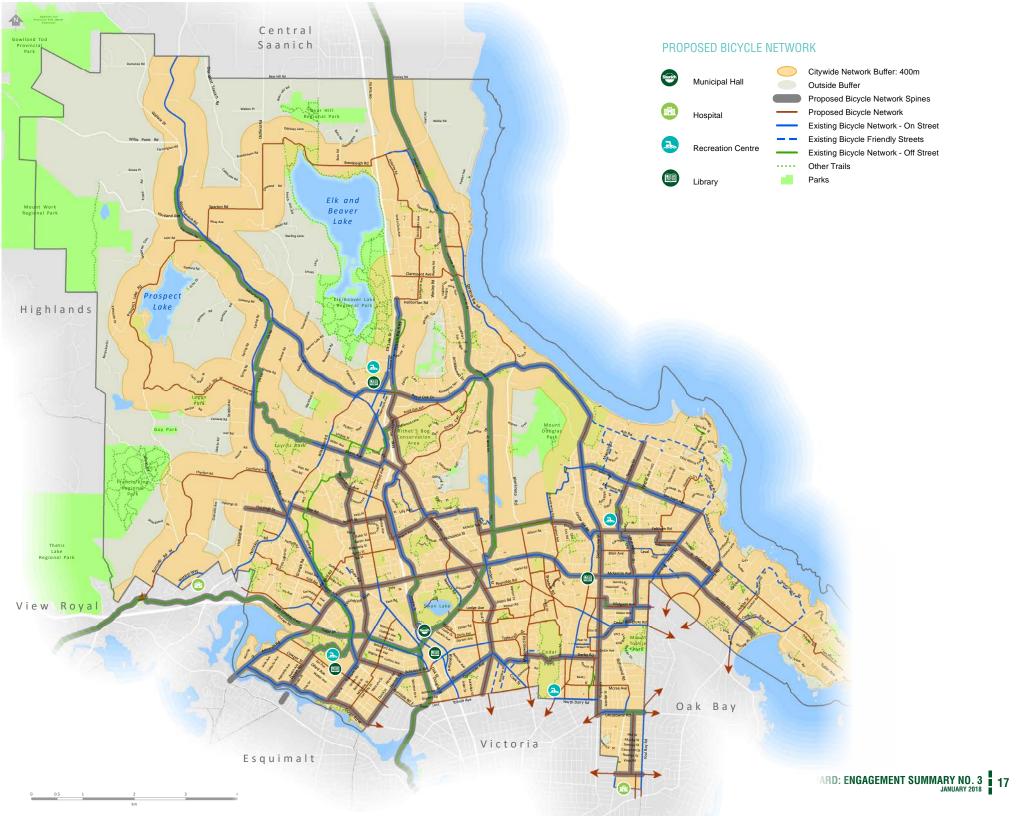
The majority of the comments related to Cordova Bay Road were in support of bicycle facilities along this corridor and the need to ensure facilities are separated from motor vehicles and continuous along the entire length of the roadway.

SHELBOURNE STREET

Similar to the comments received for the spine network, comments related to Shelbourne Street on the bike network were fairly split between those in favor of the proposed improvements and those against seeing bicycle facilities built along the corridor.

QUADRA STREET

All comments made were in support of having bicycle facilities along the corridor, with many citing a need to improve safety for those riding their bikes along Quadra Street.



SIDEWALK NETWORK

New and improved sidewalks are proposed on over 135 km of streets to provide connections to parks, schools and commercial areas.



The sidewalk network received an average rating of 3.8 stars out of 5.

In total, 251 comments were received regarding the sidewalk network map. The most common theme was support for the proposed sidewalk network. Other common themes included the desire to improve the condition of existing sidewalks prior to expanding the network, and a need to ensure accessibility and mobility concerns are included in the network.

Of the comments provided, 130 made reference to a specific location. These location based comments received additional analysis and will be considered as the sidewalk network is refined and finalized.

Cordova Bay Road received the most mentions in the location based comments, followed by Blenkinsop Road, Cedar Hill Road, Prospect Lake Road and Salsbury Way.

CORDOVA BAY ROAD

The comments related to Cordova Bay Road were in support of the sidewalks proposed along the corridor as well as a need to upgrade existing facilities.

BLENKINSOP ROAD

The majority of the comments related to Blenkinsop Road were in support of the sidewalks proposed along the corridor.

CEDAR HILL ROAD

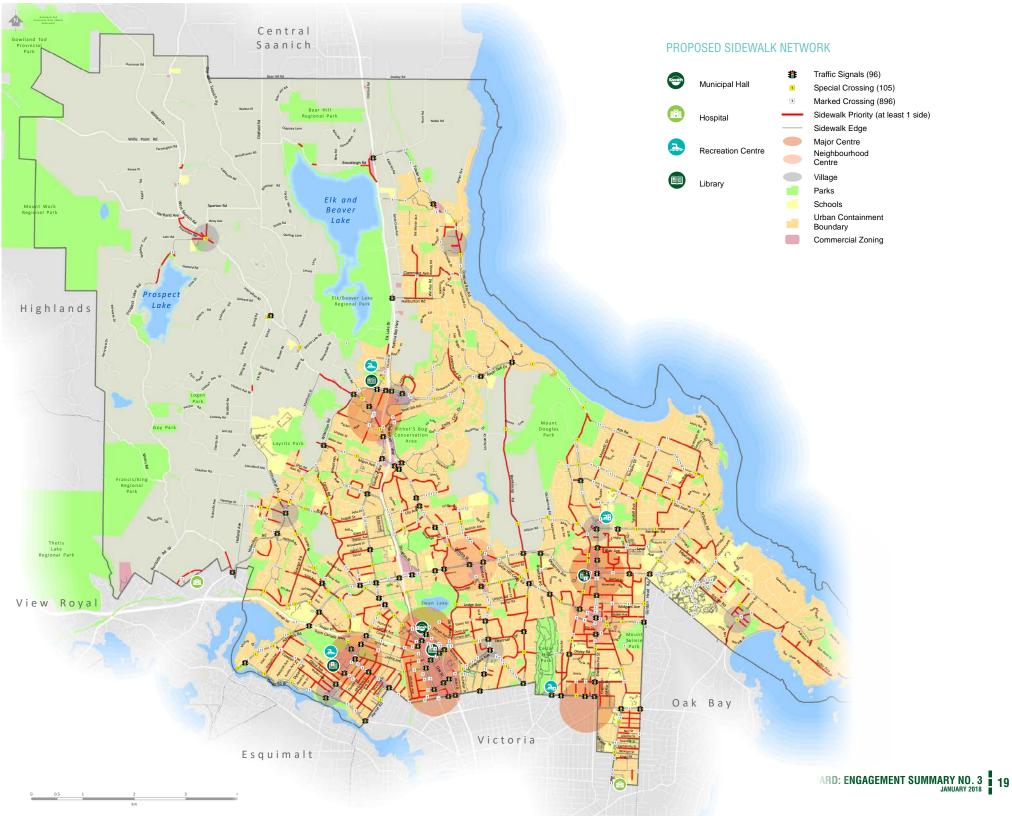
Many of the comments related to Cedar Hill Road cited the need to upgrade existing sidewalks along the roadway.

PROSPECT LAKE ROAD

Respondents commented on the need for sidewalks along Prospect Lake Road, citing an increase in traffic and a need to improve safety along the corridor.

SALSBURY WAY

All comments were against the improvements proposed for Salsbury Way. Respondents indicated they would rather see sidewalks built on a major street, leaving more rural streets as is.



NEXT STEPS

This Engagement Summary compiles the input received in the fall of 2017 through public engagement for Moving Saanich Forward. During this closing round of public engagement, we asked for input on participant's level of support for what is being recommended in the draft Active Transportation Plan and heard from residents and stakeholders what they like or don't like, what is missing and what should be prioritized. Based on the feedback received the draft strategies, actions and proposed networks are being reviewed and refined.

While the Active Transportation Plan has been developed as a long-term plan, it will require significant additional financial investment, staff resources and an implementation strategy to prioritize improvements over the short-, medium-, and long-term. The final Active Transportation Plan will include an implementation and phasing strategy, including prioritization of the Plan's actions and network improvements and cost estimates. This will also include a number of 'quick win' initiatives that the District should begin within the next two years as well as a funding and leverage strategy. The final Active Transportation Plan will also include a monitoring strategy to ensure the Plan is implemented as intended and making progress towards the vision statement, targets and goals.

On behalf of the Moving Saanich Forward team, we would like to thank all community members for their participation and valued input throughout the development of our first-ever Active Transportation Plan. We look forward to sharing the final Active Transportation in the spring of 2018.





#moving saanich our 30 YEAR ACTIVE TRANSPORTATION PLAN