

# **Shelbourne Valley Action Plan**

## **Short-Term Mobility Options**

### **Public Engagement Summary Report**

Option 3

October 2016

## 1. BACKGROUND

The Shelbourne Valley Action Plan is a comprehensive plan that will guide land use and transportation change in the Shelbourne Valley over the next 30 years. A community process to develop a Plan has been underway since 2009.

A Proposed Shelbourne Valley Action Plan was presented to Council on June 9, 2014. At that meeting, Council requested more information on implementation actions, specifically cost and timeline estimates and options for accelerating pedestrian and cycling improvements. In response to this request, staff developed two short-term implementation options for Council's consideration.

From February 16 to March 20 public feedback was actively sought on the two initial implementation options:

- **Option 1:** This option maintains four travel lanes on Shelbourne Street and focuses pedestrian and cycling improvements where space is available.
- **Option 2:** This option uses lane reductions to provide pedestrian improvements and continuous bike lanes along the full extent of Shelbourne Street. Four lane cross sections are maintained near major intersections.

Feedback gathered on the initial two options was used to develop a third option that looked to respond to major issues identified in the public review of Options 1 and 2. A summary of feedback on options 1 and 2 can be found at;

[http://www.saanich.ca/assets/Community/Documents/Planning/SVAPShort-TermMobilityOptionsEngagementReport\\_March2016\\_Full.pdf](http://www.saanich.ca/assets/Community/Documents/Planning/SVAPShort-TermMobilityOptionsEngagementReport_March2016_Full.pdf)

From September 26 to October 23 public feedback was actively sought on Option 3:

- **Option 3:** This option contains components of options 1 and 2, including a continuous bike lanes and significant pedestrian improvements. It maintains four travel lanes for 65% of Shelbourne Street, maintains left turn access in most locations and includes physical separation of bike lanes for 50% of the Street.

**The focus of this summary report is on public engagement related to Option 3.**

This report provides a summary of key engagement activities and feedback gathered during the engagement process. The feedback will form part of a report to Council, seeking their direction on short term mobility actions to integrate into the final Shelbourne Valley Action Plan.

## 2. PUBLIC ENGAGEMENT PURPOSE

Key objectives of this phase of engagement were to:

- Share the results of public engagement on Options 1 and 2;
- Inform people how their input on Options 1 and 2 had been used to develop Option 3;
- Assess the level of support for Option 3;
- Receive public feedback on potential changes to Option 3; and
- Receive feedback on any outstanding concerns.

## 3. ADVERTISING AND NOTIFICATION

To raise awareness of this phase of engagement and advertise opportunities for input, the following key outreach activities were taken:

- **Flyers** were delivered to every home and business in the Valley (approximately 7,000);
- **Newspaper ads** were placed in the **Saanich News** (3 times) and **Times Colonist** (1 time) advertising open houses and potential changes on Shelbourne Street;
- **6' x 3' displays** of proposed Option 3 design were placed at Cedar Hill Recreation Centre and Mt. Tolmie VanCity branch for the duration of the this engagement phase;
- **Two emails** were sent out to **Stakeholder Contacts list** (approximately 330 people) advertising open houses, sharing engagement material and encouraging public feedback;
- Saanich **Facebook, Twitter and LinkedIn** feeds were used to promote the project; and
- **Posters** advertising the open houses and survey were placed in numerous gathering spots throughout the Shelbourne Valley, including community centres, the public library and coffee shops.

## 4. PUBLIC ENGAGEMENT ACTIVITIES

### 4.1 Public Open Houses

Two open houses attended by approximately 800 people were held at the following locations:

- Gordon Head Recreation Centre – Saturday, October 1, 2:00-6:00 PM
- Doncaster Elementary School – Monday, October 3 7:00-9:00 PM

The open houses included 21 display boards with context, overview of feedback received on the first two options and a description of option 3. Additionally, a 40-foot long plan of Option 3 (transparent overlay with existing conditions beneath) and smaller plans of Options 1 and 2 were available for review. Participants were encouraged to provide their feedback through completing a survey.

### 4.2 Public Survey (online and paper)

A public survey was available at open houses and online from September 26 until October 23, 2016. In total there were **1,327 completed surveys** (221 written and 1,106 online). The survey provided opportunities for respondents to identify elements of the Option 3 design that were most important to them, indicate their level of support for Option 3, suggest changes and identify any outstanding issues. The paper version of the survey instrument is included as Attachment A.

### 4.3 Meetings with Stakeholder Groups

Focused meetings were held with key stakeholder groups to share the Option 3 design and seek feedback and suggestions for potential changes.

- Shelbourne Stakeholders Committee – September 15, 2016
- BC Transit planning staff- September 20, 2016
- Saanich Bicycle and Pedestrian Mobility Advisory Committee – October 6, 2016
- Saanich Planning, Transportation and Economic Development Advisory Committee – October 13, 2016
- Bowker Creek Initiative – October 13, 2016
- Major property owner / business owners– October 21, 2016
- Greater Victoria Cycling Coalition – October 27, 2016
- Gordon Head Residents Association – November 17, 2016

### 4.4 Online Engagement

The Saanich website contained all open house display boards, background information and access to the online survey. In addition there was a video that showed option 3 in detail.

In total, there were 3,688 website visits and over 1,300 views of the video between September 26 and October 23. Additionally, 1,106 people completed a survey online.

#### 4.5 Letters and Emails

In addition to the numerous comments provided at meetings or in the survey, over 20 letters and emails were received commenting on Option 3.

### 5. PUBLIC SURVEY RESULTS

#### 5.1. Overview

The primary mechanism for soliciting feedback on the potential implementation options was a public opinion survey that was available online and at open houses. In total there were **1,327 completed surveys** (221 written and 1,106 online). Figure 1 shows the distribution of respondents who provided a postal code.

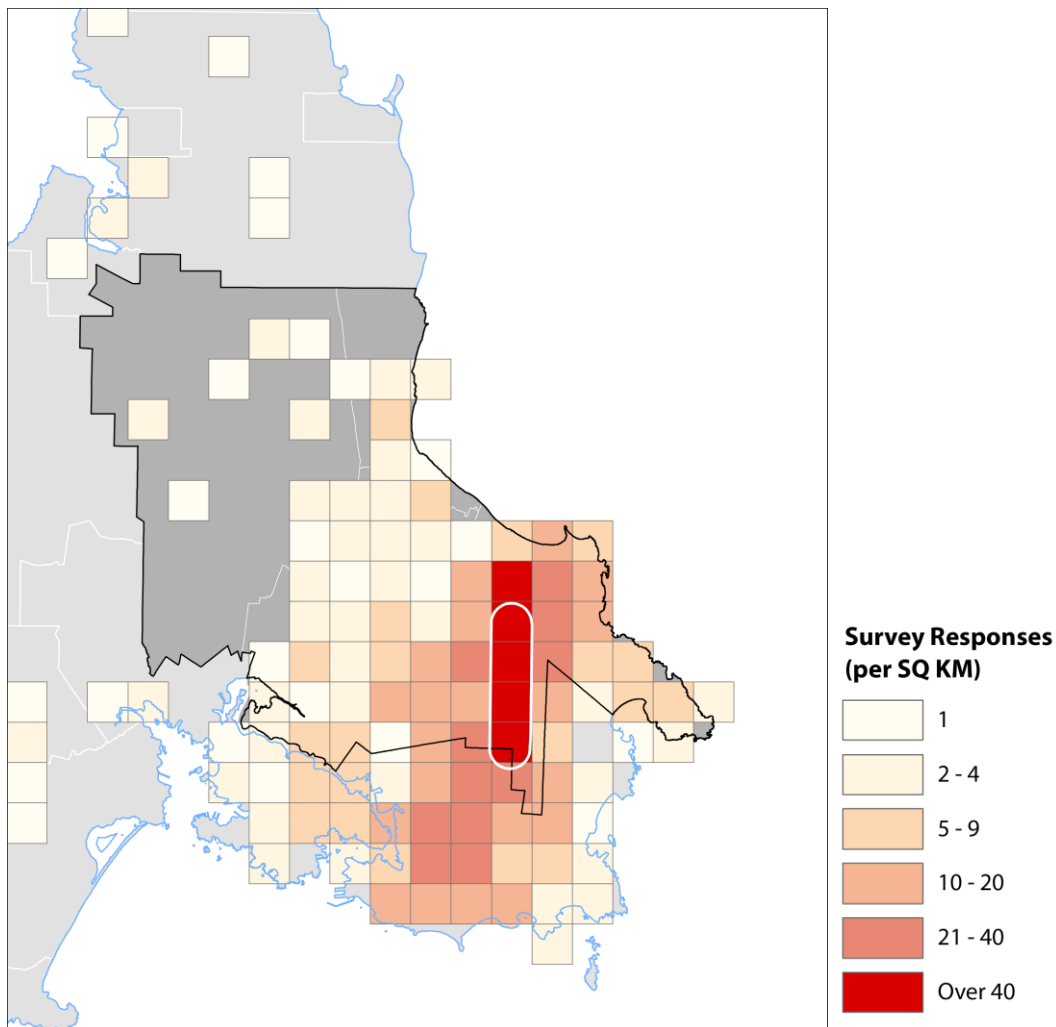


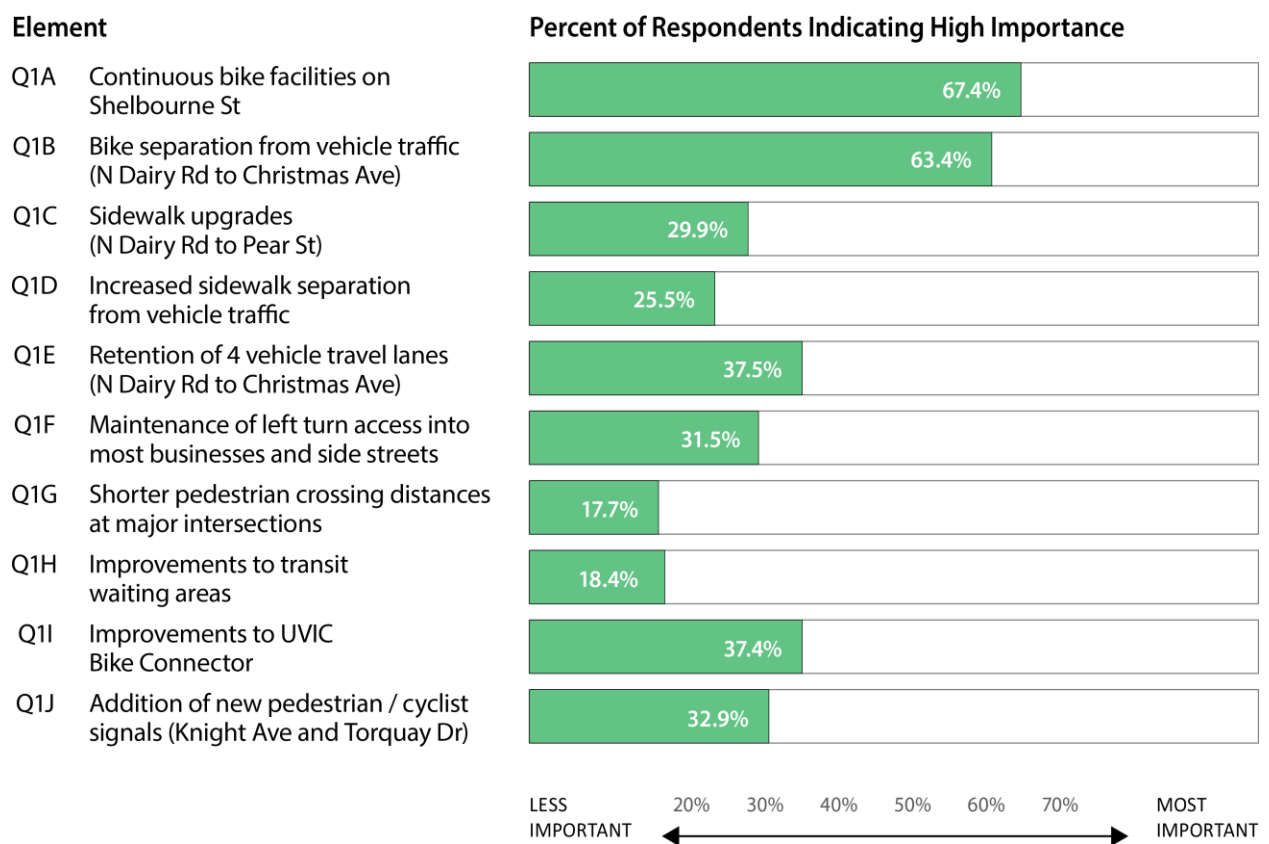
Figure 1: Location of Survey Respondents

The following data provides a summary of the responses to survey questions. For each question, the question as presented in the survey is included in italics, along with a summary of the responses. Responses for each question were not mandatory.

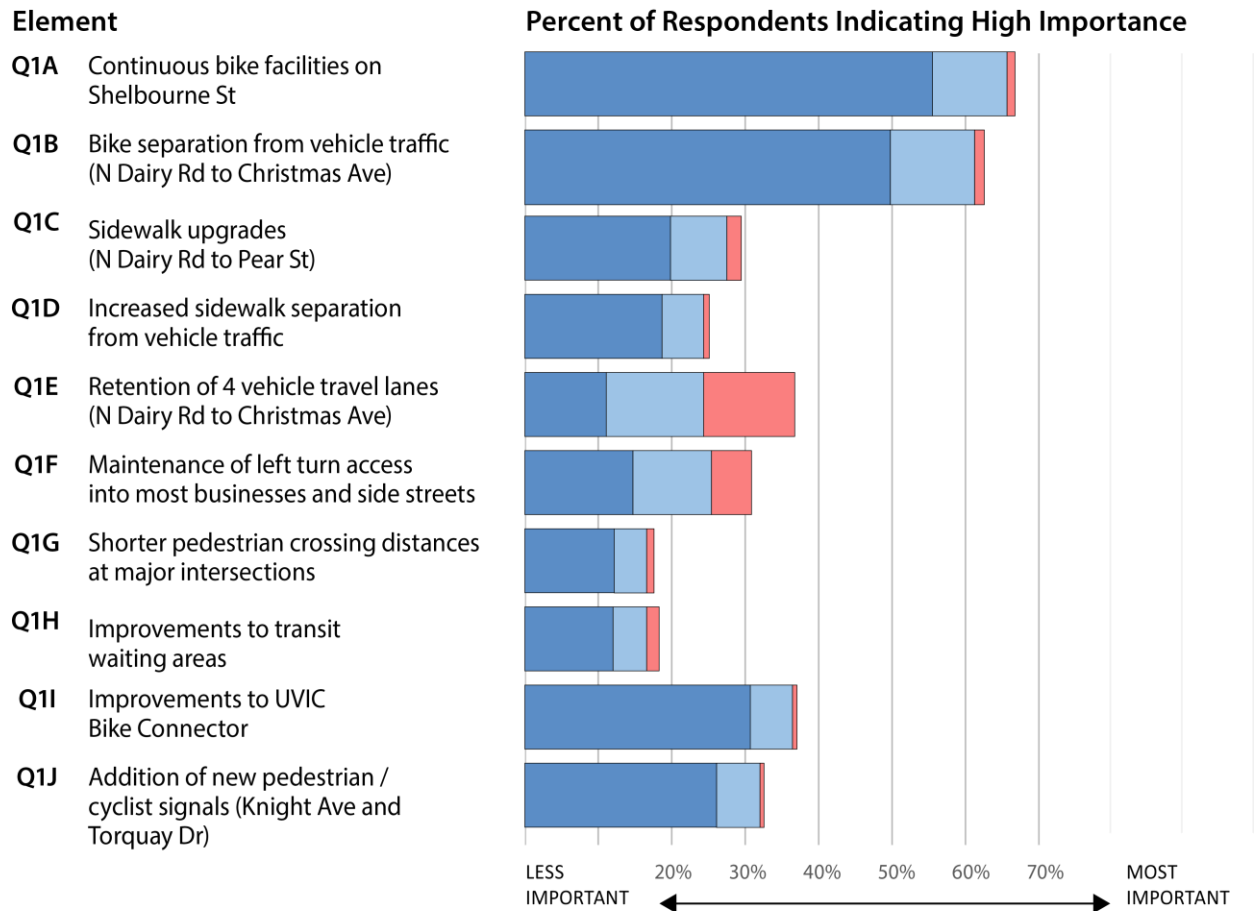
## 5.2 Most Important Elements of Option 3

*Q1. What Elements of the Option 3 design are most important to you? (Choose up to 5)*

The first question on the survey asked respondents what elements of the Option 3 design are most important to them, with the option to choose up to 5. Figure 2 shows the elements of Option 3 that were identified as most important by survey respondents. Figure 3 shows the same data correlated to level of support for Option 3.



**Figure 2: Most Important Elements of Option 3 to Survey Respondents**



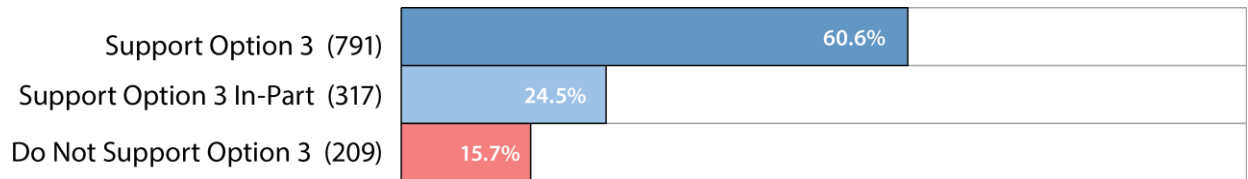
LEGEND	Q1A	Q1B	Q1C	Q1D	Q1E	Q1F	Q1G	Q1H	Q1I	Q1J
<span style="color: blue;">■</span> SUPPORT OPTION 3	55.5%	49.8%	19.8%	18.7%	11.1%	14.7%	12.2%	12.0%	30.7%	26.1%
<span style="color: lightblue;">■</span> SUPPORT OPTION 3 IN-PART	10.2%	11.5%	7.7%	5.7%	13.3%	10.7%	4.4%	4.6%	5.7%	5.9%
<span style="color: red;">■</span> DO NOT SUPPORT OPTION 3	1.1%	1.3%	1.9%	0.8%	12.4%	5.4%	1%	1.7%	0.6%	0.5%

**Figure 3: Most Important Elements by Level of Support for Option 3**

### 5.3 Support for Option 3

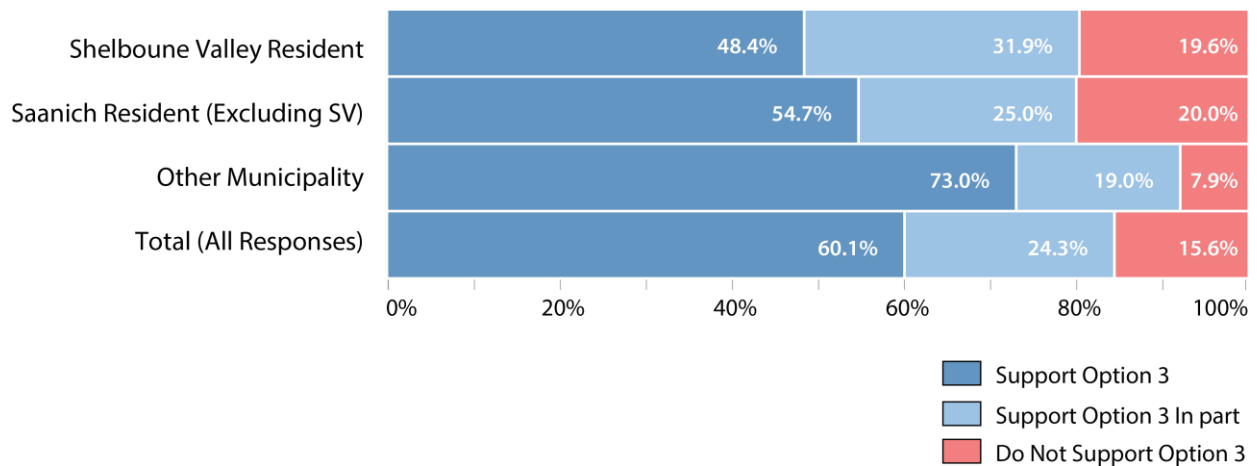
Q2. Do you support the proposed Option 3 design?

In total, 1,317 respondents provided a response to the question about whether they support Option 3. Figure 4 shows the level of support from survey respondents. Please note the total adds up to slightly above 100%, as a small number of respondents included multiple responses to the question.



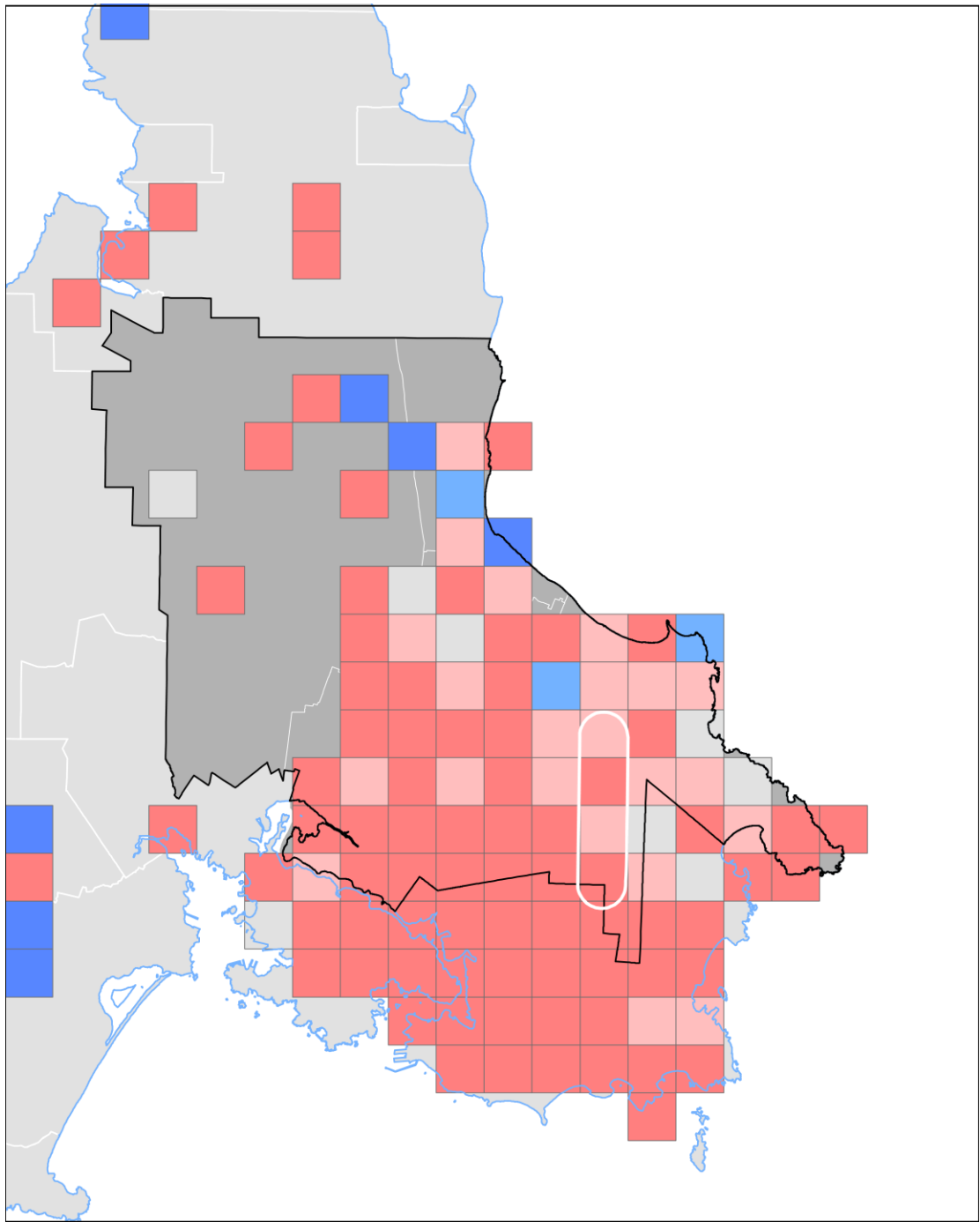
**Figure 4: Level of Support for Option 3 by Survey Respondents**

Figures 5 and 6 show support for Option 3 by geographic area. Figure 6 shows the level of support based only on the responses that indicated support or non-support for Option 3, excluding in part responses. Figures 7 and 8 illustrate the responses based on age and travel mode preference.



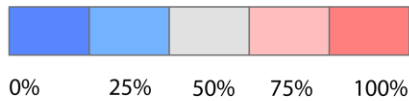
**Figure 5: Option Preference by Geographic Area**





**LEGEND**

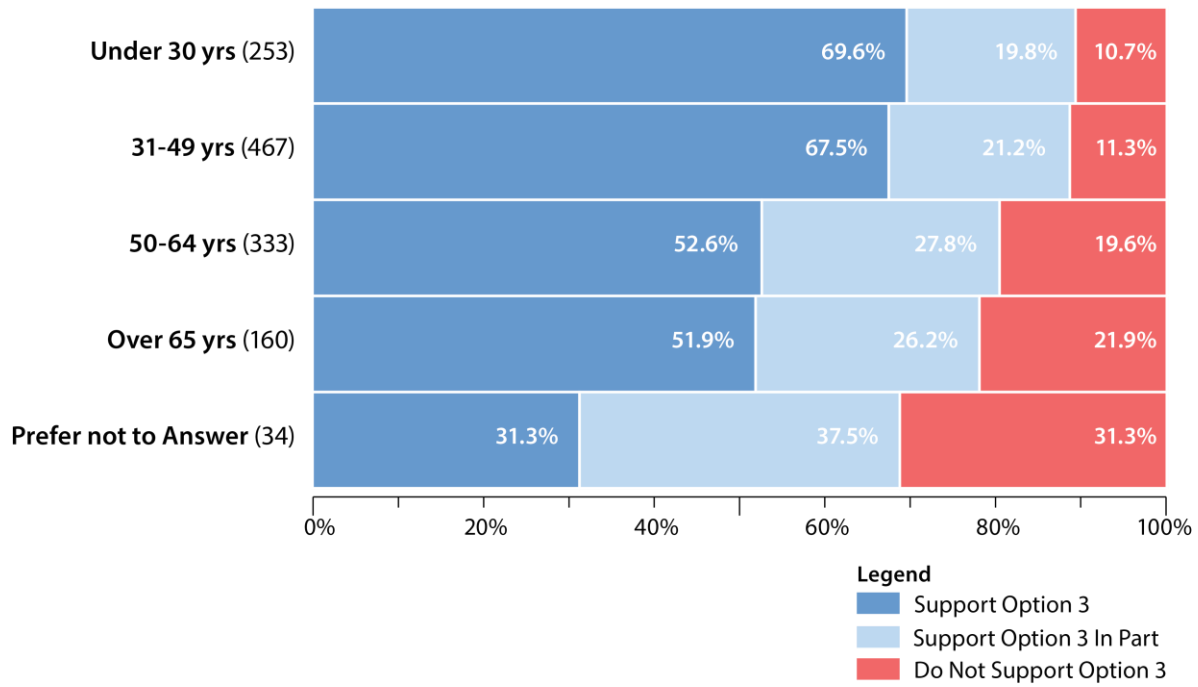
OPTION 3 NOT SUPPORTED



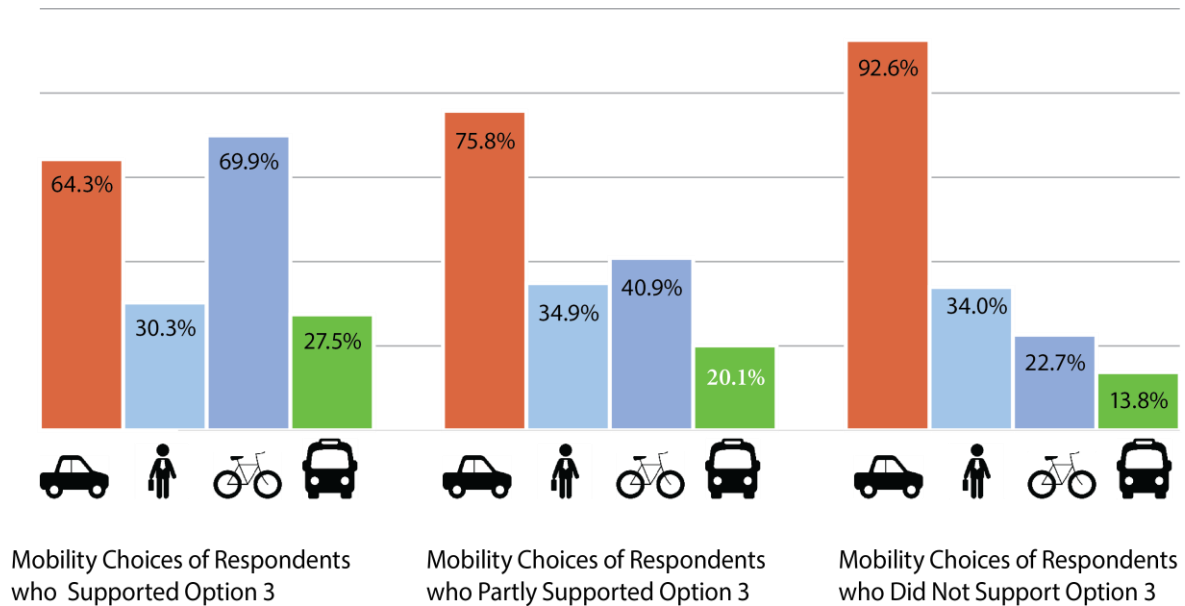
SUPPORT FOR OPTION 3

*Note: Does not include Support In Part responses*

**Figure 6: Map of Option Preference by Geographic Area**



**Figure 7: Support for Option 3 by Age Group**



**Figure 8: Support for Option 3 by Typical Travel Mode(s) through the Valley**

## 5.4 Suggested Changes to Option 3

Q3. *Is there anything you would change with Option 3?*

Question 3 asked respondents if there was anything they would like to see changed in Option 3. In total, 802 individuals responded to this question, with a number of responses indicating more than one suggested change.

**Table 1: Suggested Changes by Respondents who Supported Option 3**

RANK	SUGGESTED CHANGES	# MENTIONS
1	Support Option 3 with Nothing to More to Add	191
2	More Bike Separation	67
3	More Transit Improvements	18
4	Increase Green Space / Minimize Tree Loss	17
5	Faster Implementation	12
6	Reduce Travel Lanes / More Two Lane Sections	11
7	Reduce Speed on Collectors / Minimize Traffic Diversion	10
8	Maintain 4 Lanes / Minimize Traffic Congestion	7

**Table 2: Suggested Changes by Respondents who Supported In Part Option 3**

RANK	SUGGESTED CHANGES	# MENTIONS
1	Maintain 4 Lanes / Minimize Traffic Congestion	126
2	More Bike Separation	40
3	Reduce Travel Lanes / More Two Lane Sections	26
4	Increase Green Space / Minimize Tree Loss	10
5	Improve Turn Access	7
5	More Transit Improvements	7
5	Reduce Speed on Collectors / Minimize Traffic Diversion	7
5	Acquire More Property and expand ROW	7

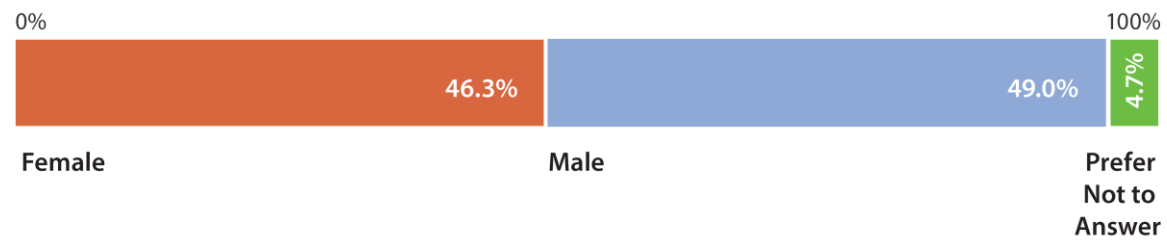
**Table 3: Suggested Changes by Respondents who Did Not Support Option 3**

RANK	SUGGESTED CHANGES	# MENTIONS
1	Maintain 4 Lanes / Minimize Traffic Congestion	158
2	Reduce Travel Lanes / More Two Lane Sections	11
3	Faster Implementation & Timeline	7
4	Prefer On-road Bike Lanes	5
5	More Bike Separation	4
5	Increase Green Space / Minimize Tree Loss	4
7	Enhance Pedestrian Crossings	3
8	Add Streetscape Design Improvements	2

## 6. Profile of Survey Respondents

### 6.1 Gender of Respondents

Q5. What is your gender?

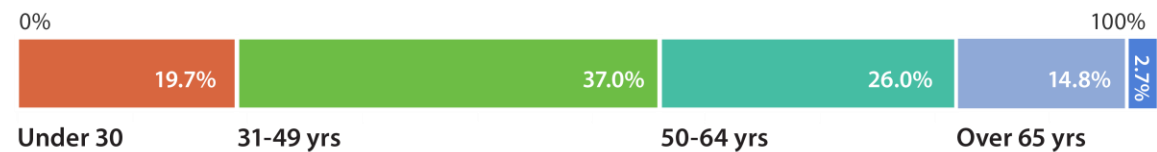


Answer Choices	Responses	
Female	46.3%	593
Male	49.0%	627
Prefer Not to Answer	4.7%	60
Total	100.0%	1,280

**Figure 9: Gender of Survey Respondents**

### 6.2 Age of Respondents

Q6. What is your age group?



Answer Choices	Responses	
Under 30	19.7%	253
31-49 yrs	37.0%	475
50-64 yrs	26.0%	333
Over 65 yrs	14.8%	190
Prefer Not to Answer	2.7%	34
Total	100.0%	1,280

**Figure 10: Age Distribution of Survey Respondents**

### 6.3 Location of Respondents

Q7. Where do you live?

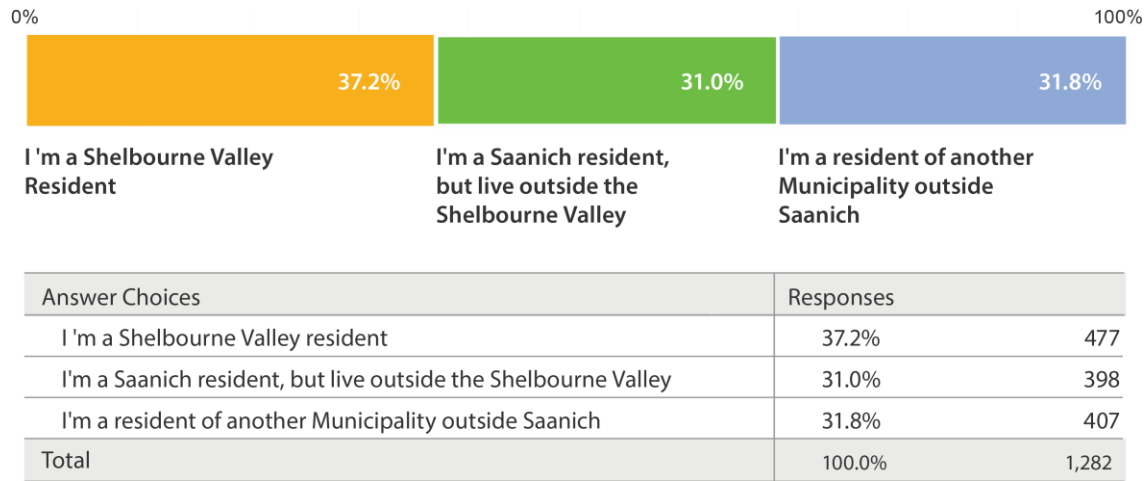
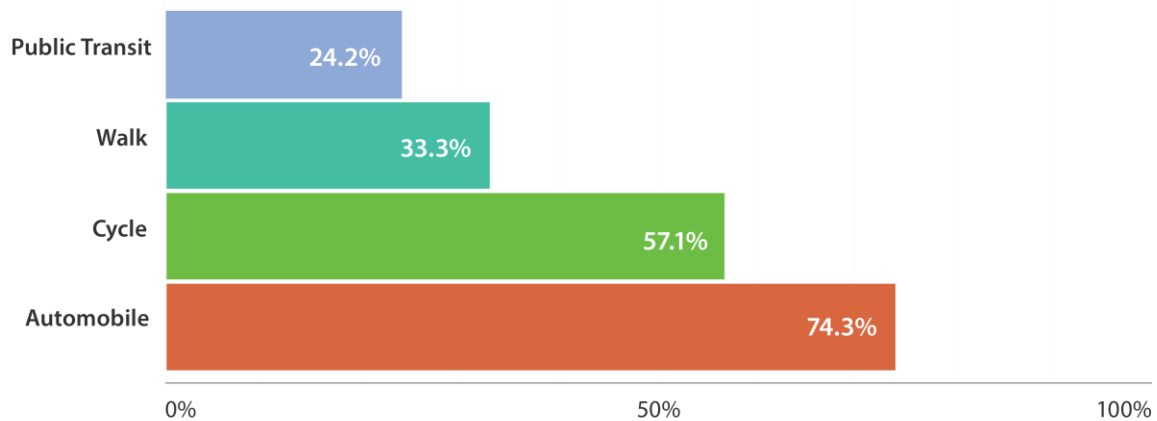


Figure 11: Geographic Distribution of Survey Respondents

### 6.4 Modes of Travel of Respondents

Q8. How do you usually travel through the Valley? (mark as many as apply)



Answer Choices	Responses
Public Transit	24.2% 309
Walk	33.3% 424
Cycle	57.1% 728
Automobile	74.3% 947
Total	1,280

Figure 12: Modes of Travel of Survey Respondents

## 6.5 Frequency of Travel of Respondents

Q9. Do you travel through the Valley on a regular basis? (more than once a week)

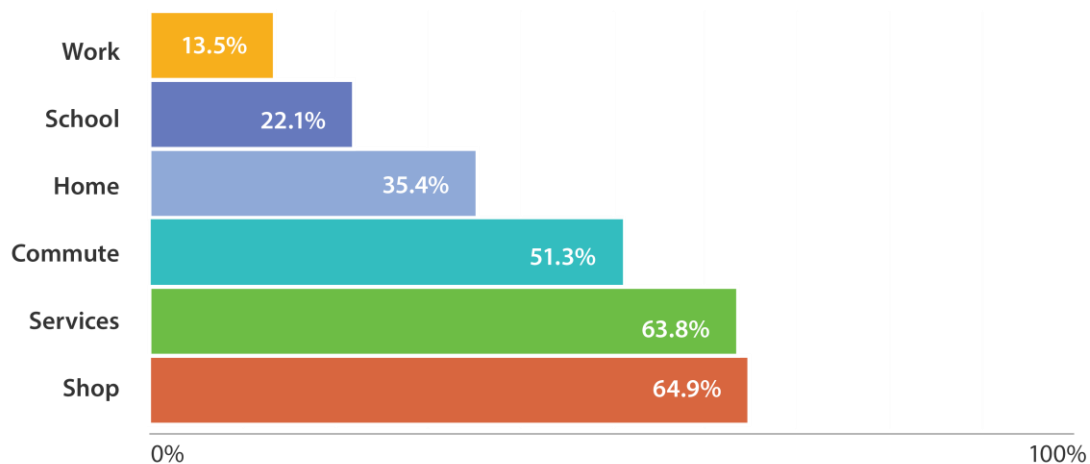


Answer Choices	Responses	
Yes, Travel More Than Once a Week	84.1%	1065
No, Travel Less Than Once a Week	15.9%	201
Total	100.0%	1,266

**Figure 13: Frequency of Travel of Survey Respondents**

## 6.6 Reason for Travel of Respondents

Q10. Why do you usually travel through the Valley? (check all that apply)

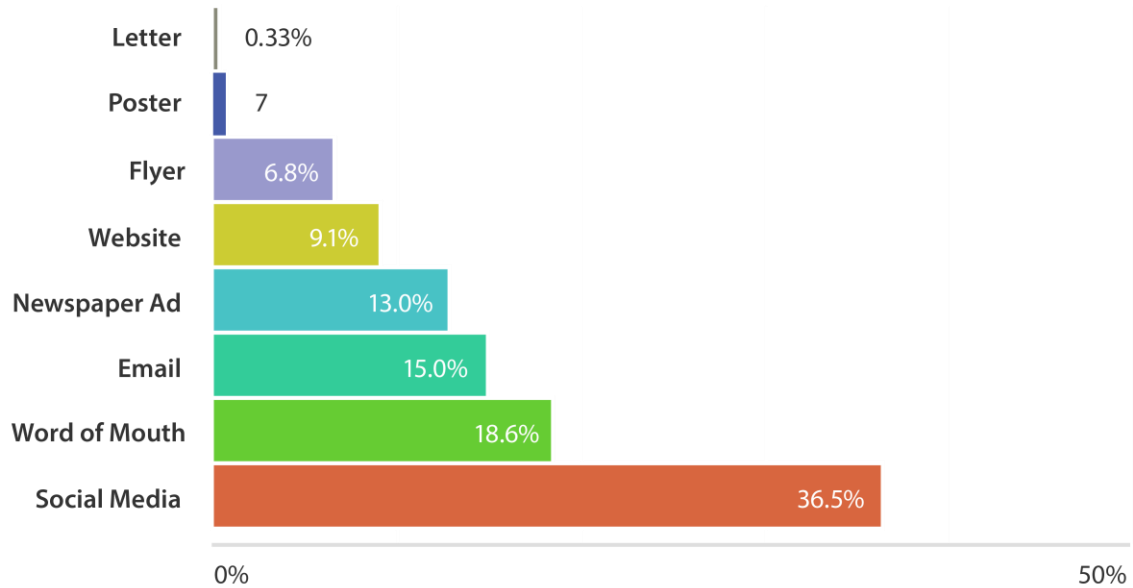


Answer Choices	Responses	
Work in the Valley	13.5%	169
Commute to school (UVic, Camosun College, grade school)	22.1%	276
Live in the Valley	35.4%	443
Commute through the Valley	51.3%	641
Use services in the Valley (medical, library, church, recreation)	63.8%	811
Shop in the Valley	64.9%	977
Total		3,312

**Figure 14: Reasons for Travel of Survey Respondents**

## 6.7 Notification of Survey

Q11. How did you hear about the survey?



Answer Choices	Responses	
Letter	0.3%	4
Poster	0.8%	9
Flyer	6.8%	81
Website	9.1%	109
Newspaper Ad	13.0%	155
Email	15.0%	179
Word of Mouth	18.6%	223
Social Media (Facebook, Twitter, etc)	36.5%	437
Total		1,197

**Figure 15: How Survey Respondents were Notified about the Survey**

APPENDIX A: SURVEY INSTRUMENT





# Shelbourne Valley Option 3 Short-Term Mobility Survey



## Overview:

We are looking for your feedback on short-term mobility improvements in the Shelbourne Valley.

A previous survey and public engagement process in February/March 2016 presented two options for short-term mobility improvements on Shelbourne Street. These improvements were focused on pedestrian, cycling and streetscape improvements that could be completed within the next five years and contribute to the long term vision of the Shelbourne Valley Action Plan.

Based on the feedback received in February/March 2016 a new option (Option 3), has been developed. This option addresses major concerns expressed in the previous round of public engagement.

This survey seeks your feedback on Option 3 and any other items you would like to address.

All community input received now and in the previous round of engagement will be presented to Council, along with a recommended option for short-term improvements on Shelbourne Street. The option that Council selects will then be incorporated into a final Shelbourne Valley Action Plan, which will be considered for adoption.

*Participation in this survey is voluntary and a response is encouraged, not required. It is not the District's intent not to collect personal information so please do not provide any third party information (i.e. talk about others) and/or any personal identifiable information about yourself in the responses.*

Learn more about the design concept  
[saanich.ca/shelbourne](http://saanich.ca/shelbourne)



Shelbourne Valley  
Study Area

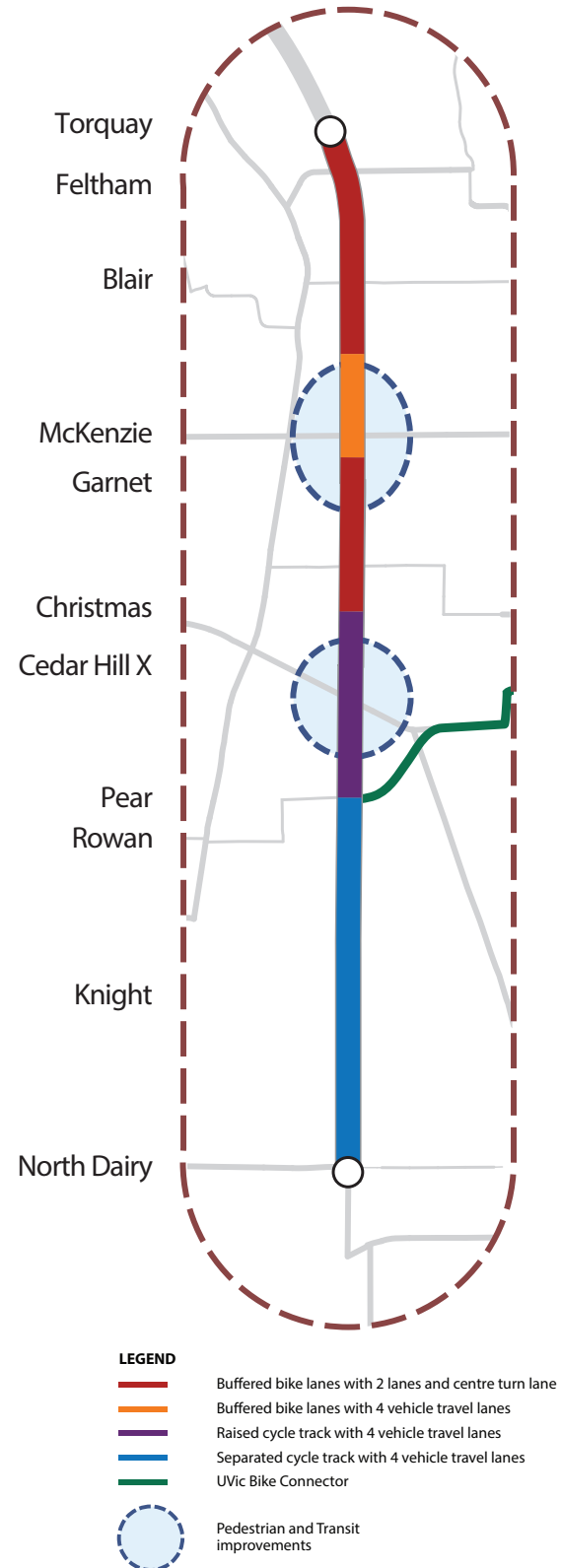
# Option 3 Overview

## Key Features

- Upgraded sidewalks on both sides of Shelbourne Street from North Dairy Road to Pear Street
- A new continuous bike facility on both sides of Shelbourne Street (50% cycle track and 50% buffered bike lane)
- Four lanes of traffic maintained from North Dairy Road to Christmas Avenue and from Garnet Road to just north of the McKenzie Avenue intersection
- Upgrades to UVic Bike Connector
- Pedestrian and transit improvements in University Centre and Shelbourne Valley Centre
- Addition of new pedestrian/cyclist traffic signals:
  - Shelbourne Street at Knight Avenue
  - Shelbourne Street at Torquay Drive

## Key Impacts and Outcomes

- 2.3 km of upgraded sidewalks
- Continuous bike facility along the entire length of Shelbourne Street, with physical separation for 50% of the route
- Maintains four general purpose travel lanes for 65% of Shelbourne Street
- Crossing distances shortened at major intersections
- Transit waiting areas improved
- UVic Bike Connector upgraded
- Estimated removal of 70 trees, with approximately 90 replanted
- \$12.5 million total cost



# Feedback on Option 3



## 1. What elements of the Option 3 design are most important to you?

(Choose up to 5)

- Continuous bike facilities on Shelbourne Street
- Separation of bike facilities from vehicle traffic  
*(North Dairy Road to Christmas Avenue)*
- Sidewalk upgrades on Shelbourne Street  
*(North Dairy Road to Pear Street)*
- Increased sidewalk separation from vehicle traffic
- Retention of 4 vehicle travel lanes  
*(North Dairy Road to Christmas Avenue)*
- Maintenance of left turn access into most businesses and side streets
- Shorter pedestrian crossing distances at major intersections
- Improvements to transit waiting areas
- Improvements to UVIC Bike Connector
- Addition of new pedestrian / cyclist signals  
*(Knight Avenue and Torquay Drive)*
- Other: \_\_\_\_\_

## 2. Do you support the proposed Option 3 design?

- Yes       In part       No

## 3. Is there anything you would change with Option 3?

# Additional Comments



4. Do you have any other comments you'd like to make?

A large, empty rectangular box with a thin black border, intended for providing additional comments.

# Tell us about yourself



## What is your gender?

- Male  Female
- Other: \_\_\_\_\_  Prefer not to answer

## What is your age group?

- Under 18 yrs  18-30 yrs
- 31-49 yrs  50-64 yrs
- Over 65 yrs  Prefer not to answer

## Where do you live?

- I'm a Shelbourne Valley resident
- I'm a Saanich resident, but live outside the Shelbourne Valley
- I'm a resident of another Municipality outside Saanich

## What is your postal code?

\_\_\_\_\_

## How do you usually travel through the Valley?

- Walk  Automobile
- Cycle  Public Transit
- Other (please specify)

# Tell us about yourself



**Do you travel through the Valley on a regular basis (more than once a week)?**

Yes

No

**Why do you usually travel through the Valley?** *(check all that apply)*

Live in the Valley

Work in the Valley

Commute through the Valley

Shop in the Valley

Commute to school  
*(UVic, Camosun College, grade school)*

Use services in the Valley  
*(medical, library, church, recreation)*

**How did you hear about the survey?** *(check all that apply)*

Website

Email

Newspaper Ad

Poster

Flyer

Word of Mouth

Letter

Social Media *(Facebook, Twitter, etc.)*

Other (please specify)

**This survey is available online at [www.saanich.ca/shelbourne](http://www.saanich.ca/shelbourne)**

**Completed hard copies of the survey can be dropped off at:**

- The Open House greeting table
- Saanich Municipal Hall - 3rd Floor Planning Counter
- Gordon Head Recreation Centre

Or mailed to: District of Saanich, Planning Department, SVAP Survey, 770  
Vernon Ave., Victoria BC, V8X 2W7.

**The deadline  
for submitting  
the survey is  
October 23.**