



# human powered

ACTIVE TRANSPORTATION PLAN

**PRESENTATION TO:**  
**Committee of the Whole**

March 23, 2022

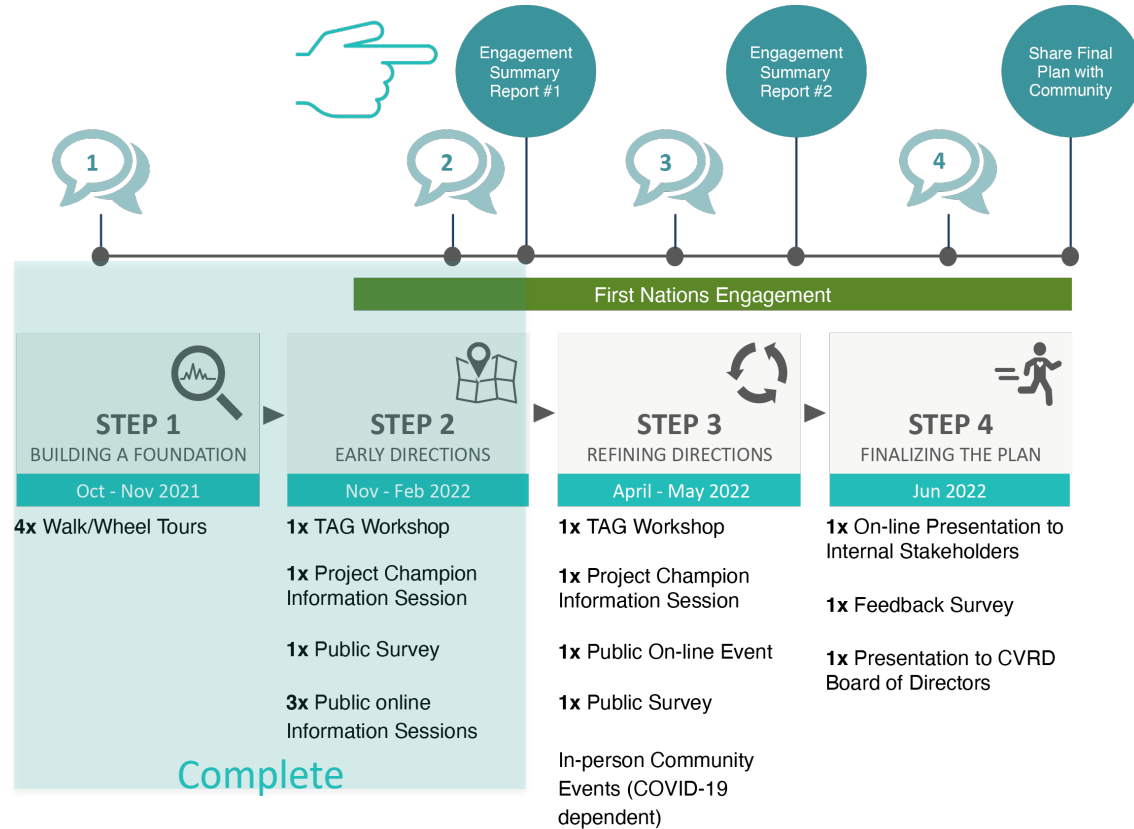
A background image of a city street scene. In the foreground, two people are walking across a crosswalk. The person on the left is wearing a white hard hat and a dark jacket. The person on the right is wearing a dark jacket and dark pants. In the background, there are several storefronts with signs: "GALLERY", "COFFEE & BAKERY", "ACUPUNCTURE & TCM", "BOOKS & ART", and "HAIR DESIGN". There are also people sitting on a bench and a dog on the sidewalk. The image has a greenish tint.

# AGENDA

- 1. Where We Are in the Process**
- 2. Round 1 Engagement Overview**
  - Who is Participating
  - Project Communications
  - What We Heard
- 3. Next Steps**



# WHERE WE ARE IN THE PROCESS





# ROUND 1 ENGAGEMENT OVERVIEW





# WHO IS PARTICIPATING?

## Committee of the Whole

- Scheduled presentation updates by the Project Team at completion of each step of the project.

## Local First Nations

- Conversations with Ditidaht First Nation, Ts'uubaa-asatx Nation, Cowichan Tribes (scheduled)
- On-going outreach and communication throughout the project.

## Technical Advisory Group

- Member municipalities, MoTI, BC Transit, and CVRD Land Use Services.
- Scheduled workshops with Project Team and on-going communication throughout project.

## Project Champions

- 17 representatives to date.
- Scheduled information sessions with Project Team and on-going communication throughout project.

## Regional Community-at-large

- Scheduled public information sessions and community events with Project Team during Steps 2 and 3.



# PROJECT COMMUNICATIONS

## COMMUNICATIONS AT A GLANCE



31.1k

Total Online Coverage Views



1.1K

Visits to  
Planyourcowichan.ca  
Project Site



400

Printed Project Cards  
Distributed



504

Total Social Engagements



364

Total Social Shares



17

People Attended Project  
Champion Info Session



77

People Attended Public Info  
Sessions



4

Pieces of Online Media  
Coverage

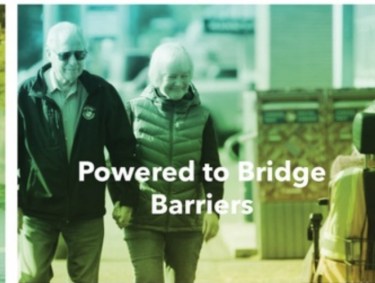


# PROJECT COMMUNICATIONS

## Key Message:

You are human powered and we want to help you use your power to sustain an incredible way of life in our region and on our planet.

Cowichan Valley Regional District has big plans for active transportation!



# PROJECT COMMUNICATIONS

- What is Active Transportation?
- Project Website
- Project Card for Print + Email
- Media Coverage
- Video
- Social Posts

## WHAT IS ACTIVE TRANSPORTATION?

**Active transportation** includes any form of human powered or power-assisted transportation, and is often synonymous with cycling and walking. There are many other forms such as skateboarding, in-line skating, skiing, and skating.

Advancements in technology have introduced new forms of transportation including pedal assist or fully electric bicycles, electric scooters and skateboards, and other mobility assistance devices, known as micro-mobility.



### PROJECT WEBSITE

The Cowichan Valley Regional District recently launched a new web-based engagement platform using the Bang the Table. All communication efforts focused on driving awareness and participation at this site.



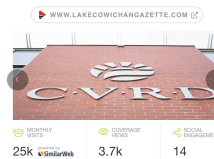
### PRINT + EMAIL

Project cards were shared with Technical Advisory Group members and Project Champions for sharing through their respective networks. These cards were also printed with 400 distributed to community facilities, cycling businesses, and posted at regional trail locations.



### MEDIA COVERAGE

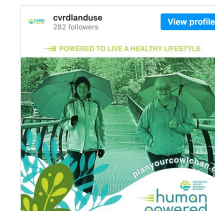
Invitations to attend online public events was published in three regional news sources.



### VIDEO



### SOCIAL POSTS





# WHAT WE HEARD

## ENGAGEMENT AT A GLANCE



Regional Walk and  
Wheel Tours



Technical Advisory Group  
Online Workshop



Project Champion Info  
Session



Public Online Sessions



First Nations Outreach +  
Conversations Ongoing



People Completed the  
Survey



Pins Placed on  
Interactive Map



People Contributed  
Stories + Ideas



# WHAT WE HEARD

## Emerging Themes When Asked:

1. What limits you from using active transportation?
2. Do you have any comment or suggestions for how to improve active transportation planning and route development in and around the region?



Safety for Self and Others

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Infrastructure Connectivity Challenges  
and Opportunities

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Convenience and Distance

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Personal/Physical Limitations



# WHAT WE HEARD

 93%

Use Active Transportation for  
Recreation and Exercise

 91%

Agree that Developing an Active  
Transportation Network is  
Extremely Important

 90%

Support More Investment in  
Active Transportation

 89%

Want to Use Active  
Transportation to Get Around  
the Region

 87%

Walk as a Method of Active  
Transportation

 67%

Bike as a Method of Active  
Transportation

 Safety

#1 Most Important Active Transportation Consideration



# WHAT WE HEARD

## SURVEY - KEY METRICS BY LOCATION

### Electoral Area A – Mill Bay/Malahat

1. How important is developing an active transportation network in the region? Extremely Important – **84%** Important - **8%**
2. Would you support more investment in active transportation routes? Yes – **92%**
3. What limits you from using active transportation? Infrastructure & connectivity concerns – **64%** Safety for self and others – **36%** Convenience and distance – **0%** Personal/Physical limitations – **0%**





# WHAT WE HEARD

**Project Champions** - What are your priorities for active transportation in the region?



# WHAT WE HEARD

## FEEDBACK FROM ENGAGEMENT MAP

The Active Transportation Plan project website includes an interactive map tool where participants were asked to place a pin and provide comments, categorized as follows:

- I would love to be able to bike/walk/roll here!
- I currently bike/walk/roll here
- I start bike/walk/rolling here
- I like this too

This location-based feedback is analyzed by the consulting team to help determine areas of collective challenge and opportunity.

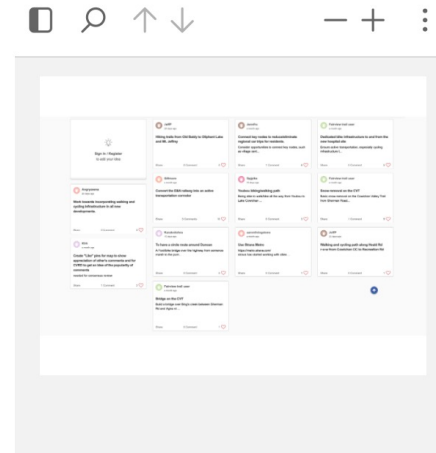
**Open Interactive Map** to view pins and peruse the comment activity.



## FEEDBACK FROM IDEA BOARD

The Active Transportation Plan project website includes an Ideas Board where participants were asked to share their ideas about regional active transportation.

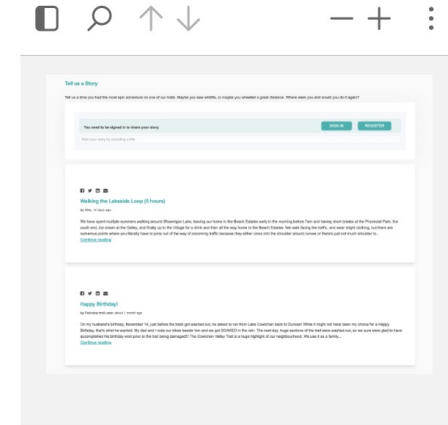
**Open Idea Board** to view all ideas.



## FEEDBACK FROM STORY BOARD

The Story Board allowed participants to share an experience they've had while actively travelling the region.

**Open Story Board** to read "Walking the Lakeside Loop (Shawnigan Lake)" and "Happy Birthday (a run from Lake Cowichan to Duncan)".







# NEXT STEPS



# POTENTIAL PROJECTS/INITIATIVES

Engagement  
Round 2 -  
**Spring 2022!**

With the feedback from round one engagement concluded and summarized, the consulting team will compile a list of potential projects/initiatives.

**Options will be developed and analyzed using the following scoring matrix methods:**

- Connectivity between communities and destinations
- Public engagement and First Nations feedback
- Cost/benefit analysis, potential for increasing active transportation
- Asset deficiencies and areas of safety concern







## ACTIVE TRANSPORTATION PLAN

See Engagement Round 1 Summary Web Report

> Visit [planyourcowichan.ca/regional-active-transportation-plan](https://planyourcowichan.ca/regional-active-transportation-plan)

