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The Corporation of **THE CITY OF NORTH VANCOUVER**
PLANNING & DEVELOPMENT DEPARTMENT

REPORT

To: Mayor Linda Buchanan and Members of Council
From: Blair Underhill, Planner 2
Subject: CITY OF NORTH VANCOUVER MOBILITY STRATEGY
Date: March 30, 2022 File No: 16-8350-20-0036/1

The following is a suggested recommendation only. Refer to Council Minutes for adopted resolution.

RECOMMENDATION

PURSUANT to the report of the Planner 2, dated March 30, 2022, entitled “City of North Vancouver Mobility Strategy”:

THAT the “City of North Vancouver Mobility Strategy” be endorsed;

AND THAT staff report back to Council with annual updates regarding progress toward achieving the vision, goals, and actions outlined in the Strategy, starting in 2023.

ATTACHMENTS

1. City of North Vancouver Mobility Strategy (CityDocs [#2162989](#))
2. Mobility Strategy Phase 2 Engagement Summary (CityDocs [#2160909](#))

SUMMARY

This report presents the Mobility Strategy for Council’s consideration and summarizes how feedback was used from Phase 2 engagement to finalize the Strategy.

BACKGROUND

Development of a new Mobility Strategy was identified as a key priority in Council’s 2018-2022 Strategic Plan. Once approved, the Mobility Strategy will replace the City’s

2008 Long-Range Transportation Plan and will guide how the City will plan, invest in, prioritize, operate and maintain our transportation system over the next decade. Work on this strategy update was initiated in 2020. In March 2021, Council received a report and presentation on the Mobility Strategy draft vision and goals, and directed staff to engage the community on this strategic framework. Feedback was used to refine the vision and goals, and develop the proposed actions within the Draft Mobility Strategy, which was presented to Council in December 2021. A second phase of engagement with stakeholders and the public was used to determine which actions were perceived to be most influential for achieving the goals and vision of this Strategy. Feedback from this phase of engagement was used to develop the final version of the Mobility Strategy.

DISCUSSION

The Mobility Strategy will guide transportation planning, policy, design, maintenance, and investment decisions for the next decade. The second phase of engagement for the Mobility Strategy is now complete. Feedback has been incorporated and the final Strategy is being presented for Council's consideration and endorsement.

Phase 2 Engagement - Purpose

The objectives of Phase 2 Engagement were to understand community perceptions of:

- what actions in the Draft Mobility Strategy will be most influential at changing travel behaviour towards sustainable modes (walking, rolling, transit);
- what actions will be most influential at achieving the goals of the Draft Mobility Strategy; and
- whether any actions are missing or could be better articulated, in order to meet the goals of this Strategy.

Phase 2 Engagement – Who we heard from

Phase 2 Engagement was undertaken through two mediums: a Let's Talk Online Survey, and stakeholder meetings. The engagement period occurred over 5 weeks in January and February 2022. The Draft Mobility Strategy was provided along with additional resources such as a summary document, frequently asked questions, an infographic of goals and directions, and existing materials from earlier in the process. In-person engagement events were not possible due to COVID-19 public health restrictions during the Omicron variant wave.

Let's Talk Online Survey: The survey was open for five weeks on the City's Let's Talk platform, with links circulated through the City's Facebook, Instagram, LinkedIn, and Twitter accounts. Several short videos were developed to provide an overview of mobility issues and opportunities that were highlighted in the draft Strategy. Ads were placed in the North Shore News at various points during the engagement period, and stickers were placed at attractions and parks in the City encouraging people to fill out the survey.

- 480 people participated in the online survey (almost double the level of participation from Phase 1 engagement).
- 600 people downloaded material from the Let's Talk website.
- 1100 people visited the Mobility Strategy engagement site.

We received feedback from a diverse range of community members. Staff made a significant effort to engage traditionally underrepresented groups so that responses were as representative as possible of the community on-the-whole.

- We heard from residents in every CNV neighbourhood and people from most Metro Vancouver municipalities (recognizing that many people visit the City for work or leisure).
- We heard from a wide range of ages. This included additional outreach undertaken for younger demographics that are often under-represented.
- We heard from homeowners and renters and from people living in single-family homes and multi-family dwellings.
- Respondents' primary mode of travel largely reflects the City's mode share.

Stakeholder Meetings: A range of stakeholder groups were contacted by staff to discuss the Draft Mobility Strategy. These comprised peer government agencies (e.g., District of North Vancouver), partners (e.g., RCMP), and community associations (e.g., North Van Arts), along with citizen advisory committees that staff liaise with on an ongoing basis. The majority of these groups provided written feedback of verbal feedback through online meetings and were generally supportive of the actions within the Draft Mobility Strategy. The complete list of stakeholders that met with staff to discuss feedback or provided written comments include:

- TransLink
- Metro Vancouver
- District of North Vancouver
- District of West Vancouver
- Tsleil-Waututh (səlilwətaʔt) First Nation
- Squamish (Sḵw̱x̱wú7mesh) First Nation
- BC Ministry of Transportation and Infrastructure
- ICBC
- North Vancouver City Fire
- North Vancouver RCMP
- North Vancouver Recreation and Culture
- Centennial Theatre
- Vancouver Coastal Health
- North Vancouver City Library
- HUB Cycling
- North Vancouver Safety Council
- North Vancouver Chamber of Commerce
- Lower Lonsdale BIA
- Lionsview Seniors Planning Coalition
- Silver Harbour Seniors Activity Centre
- North Vancouver Seniors Action Table
- North Van Arts
- North Vancouver Community Resources
- Urban Development Institute
- Home Builders Association of Vancouver
- School District 44
- Sutherland High School - Global Perspectives Class
- CNV Library Youth Volunteers
- CNV Integrated Transportation Committee

- North Shore Advisory Committee on Disability Issues
- CNV Advisory Planning Commission
- CNV Climate and Environment Task Force

Phase 2 Engagement - Priorities

Stakeholders and community members generally agreed that the actions in the Draft Mobility Strategy would help shift travel behaviour away from single occupancy vehicles, and support the goals of the Strategy. The following themes were seen to be particularly influential.

- Completing our sidewalk network and providing more amenities such as benches, washrooms, and consistent weather protection.
- Completing our priority Mobility Lane corridors for All Ages and Abilities (AAA).
- Increasing transit priority and providing more local transit service across the City.
- Connecting the North Shore with rapid transit across Burrard Inlet.
- Advocating for more incentives for zero-emission vehicles.
- Improving visibility on our streets through lighting, street markings, and signage.
- Improving the safety and comfort on our streets through more protection and separation between vehicles and other road users, and reduced speed limits.
- Increasing the amount of plazas, parklets, patios, rain gardens, trees, and art on our Main Streets to make them more vibrant and attractive.
- Expanding the amount of accessible parking spots for people with disabilities, and the amount of dedicated parking for delivery loading and unloading.

Adjustments to the final Mobility Strategy

There were several common themes on how the Strategy could be improved in advance of finalizing. These include:

Recommendations	Mobility Strategy adjustments
Ensure driving continues to be recognized as an important way to get around the city.	Added clarity on how actions in the Mobility Strategy will improve reliability on our streets while also creating space for non-vehicle modes. Staff have reinforced language around being unable to build our way out of congestion and that the most effective way to improve driving conditions for those that need to is by enabling more people to choose non-vehicle modes for more trips by making travelling safer and more comfortable.
Improve the design and layout of the Strategy for better readability.	Added a plain-language Strategy Summary at the start of the document, and more white space to the final design for easier consumption.
Include concrete targets to measure progress towards Strategy goals.	Added 2030 targets that align with the goals of economic prosperity, safety and comfort, access and choice, and environmental action. Where

	appropriate, these targets align with or support those in other City plans and strategies.
Highlight inter-jurisdictional coordination given regional population growth, proximity to Highway 1, and connections up the Sea-to-Sky corridor.	Expanded on how the City works with our neighbouring jurisdictions and recognizes that few trips are limited to City boundaries, hence the importance of working together.
Recognize the importance of both mode shift and electrification for emission reduction targets.	Elaborated on what steps the City is taking to electrify our transportation system based on the City's 2018 Electric Vehicle Strategy.
Expand actions aimed at decreasing the emissions and impacts of urban freight.	Reviewed opportunities for creating incentives and programs that can be implemented after adoption of the Mobility Strategy, including a voluntary zero emission zone and an e-cargo bike share pilot.
Ensure physical health is represented in the Mobility Strategy.	Provided expanded information on how active transportation has significant health benefits for individuals and the broader community throughout the Strategy.
Incorporate safer and slower speeds on all street types, not just on Local Streets.	Staff recognize that many residents live on or near arterial streets, and reducing speeds is necessary to decrease the severity and likelihood of incidents. Staff have expanded on opportunities to reduce speeds and incorporate other measures beyond local streets.
Better clarify how actions are funded and implemented.	Elaborated on how budgets are developed, and how this aligns with implementing actions in the Mobility Strategy. Staff have also elaborated that this strategy is a playbook and not a list of specific projects. Implementation principles have been clarified along with how actions are prioritized through the Financial Plan on an annual basis and Council priorities every four years. The Mobility Strategy is intended to be flexible based on available funding and will scale annual work programs to match budgets.
Expand the glossary to include frequently used terms.	Staff have expanded the glossary.

Implementing the Mobility Strategy

This strategy sets the direction for changes to our transportation system over the next decade. It is written as a playbook, without being overly prescriptive, to allow for flexibility given that our city will continue to evolve over this time period, and recognizes that mobility challenges will also continue to change.

This strategy provides a wide range of actions, which cannot be delivered all at once. Over the next decade, staff will develop a work plan each year that portions out specific

projects, programs, and policies of the Mobility Strategy for Council's consideration that aligns with Council's Strategic Plan. Annual priorities will be established through the City's Corporate Business Plan and funded, as needed, through the Annual Financial Plan. Ongoing engagement with our community, partners, and stakeholders will help make these decisions, along with how the actions are designed and implemented.

This Strategy aims to create the enabling conditions for residents, businesses, and visitors in our city to make the best choices when it comes to their trips to ensure we can all move around safely, efficiently, and sustainably. We look to individuals in the community, along with our stakeholders and partners, to help us create healthy streets that work for everyone.

FINANCIAL IMPLICATIONS

Approximately \$200,000 was appropriated from the 2019 and 2020 Project Plans to support development of the Mobility Strategy. Major project components that this funding supported include: staff time, project consultant support, consultation and communications, and material development. Additional funding will be requested in future Annual Financial Plans to implement the Mobility Strategy once adopted by Council.

INTER-DEPARTMENTAL IMPLICATIONS

The Mobility Strategy establishes new policy direction and supporting actions and strategies that will have cross-organizational implications. The Mobility Strategy has been reviewed and is supported by the City's Policy and Projects Team, Leadership Team, North Vancouver City Fire Department, and North Vancouver RCMP.

STRATEGIC PLAN, OCP OR POLICY IMPLICATIONS

The Mobility Strategy builds on and supports the vision of the City's Official Community Plan (2014). The Strategy also supports the vision and all five priorities of Council's 2018-2022 Strategic Plan.

RESPECTFULLY SUBMITTED:



Blair Underhill, RPP, MCIP
Planner 2, Transportation Planning