

THE CORPORATION OF THE CITY OF NORTH VANCOUVER

INTEGRATED TRANSPORTATION COMMITTEE

City Hall, Atrium Meeting Room
141 West 14th Street, North Vancouver

Wednesday, January 16, 2019 at 6:00 pm

MINUTES

- Present:** Trevor Bowden (Vice-Chair)
Matthew Carter
Martin Davies
Lorelei Phillips (Chamber rep.)
Carol Reimer
Christie Sacré
Councillor Tony Valente (*arrived 6:05 pm*)
- Staff:** Daniel Watson, Transportation Planner
Edytha Barker, Committee Clerk
- Presenters:** Natalie Corbo, Sustainable Transportation Coordinator
Jennifer Draper, Manager, Transportation Planning
Karyn Magnusson, Deputy Director, Engineering
- Apologies:** Rohan Soulsby
Nooshin Kohan
Becke Gray
Sgt. Bryan Fedirchuk
- Guests:** Fiona Walsh

1.0 CALL TO ORDER, ADOPTION OF AGENDA AND ADOPTION OF MINUTES OF MEETING OF DECEMBER 5, 2018

The Vice-Chair called the meeting to order at 6:00 p.m.

The minutes of December 5, 2018 and the agenda of January 16, 2019 were adopted as circulated.

2.0 BUSINESS ARISING FROM PREVIOUS MINUTES

None.

3.0 MARINE MAIN B-LINE (Transportation Planning and Projects)

K. Magnusson and J. Draper presented. They advised that the title of their presentation has changed to “Transportation Planning and Projects” as they decided to include all large transportation projects currently in the works and coming up.

Key points included:

- The overarching priority for the Planning and Engineering divisions is to proactively address and plan for future needs, not to be caught in a reactionary position.
- The regional policies that guide the work include the Regional Growth Strategy – Metro Vancouver 2040, the Regional Transportation Strategy, the North Shore Area Transit Plan, and the Integrated North Shore Transportation Planning Project (INSTPP) process.
- The City policies that guide the work include the Official Community Plan (OCP), the Long-Term Transportation Plan, the North Vancouver Bicycle Master Plan and the City of North Vancouver Resident and Visitor Parking Policy. Updates to some of these are planned for the near future.
- The OCP provides strong direction to prioritize other modes of transportation, integrate land use and reduce fossil fuel.
- Our objective is a truly multi-modal plan that consolidates policies; the remaining policies outside of the multi-modal plan are complementary and uphold the Long Range Multi-Modal Plan. We need to make sure we do not have a number of different plans that exist in isolation.
- Currently, we have the North Vancouver Bike Master Plan, the WalkCNV Pedestrian Plan Framework, the Safe Mobility Strategy Framework, Transportation Demand Management and the Corridor Plans & Great Streets Guidelines.
- The Long-Range Transportation Plan will be truly multi-modal and include walking, biking, transit, goods movement, parking and curbside management, new and shared mobility, date and performance management and innovative new technology.
- INSTPP will guide much of our upcoming work. All three North Shore municipalities have committed funding to pay for a project manager. A steering committee is currently being formed which will guide the prioritization of near-term actions.
- The fully funded Stage 1 (Main-Marine) B-Line is anticipated to open in fall 2019.
- There are two future B-Lines (Second Narrows to Willingdon and Lonsdale to Lynn Valley) in the plans but they are not funded yet.

- The rationale behind the first phase is to link up North Shore residents with their jobs; 25% of North Shore residents live near B-Line stops and 40% of North Shore jobs are located near B-Line stops.
- The Green Necklace and the Spirit Trail are complete, next up are St. Davids and Queensbury.
- Bike facilities on East 13th are complete; next up are St. Andrews and the intersection of 3rd and Chesterfield.
- The Mosquito Creek Bridge is slated for construction this year and the Casano Loutet overpass project is moving towards securing funding.
- TransLink is completing the design and construction will begin on the B-Line in April of this year; opening fall 2019.
- City of North Vancouver (CNV) will soon be launching stakeholder education and consultation on the B-Line including website going live in the next few weeks and stakeholder meetings beginning next week.

Questions/Comments from ITC:

- One of the challenges we face as a business in the Harbourside area, is that it is hard to get staff to our area. The second phase of the B-Line may help; is there any argument to set up that line as a direct North Shore line? When you add a transfer, you lose people.
 - J. Draper: TransLink feels that, in the absence of dedicated lanes, a longer route could cause more delays for riders than having two routes with a transfer between them; eventually there could be a seamless integration.
- There has recently been interest in West Vancouver over the impacts of the B-Line. Is there a process for managing the feedback on that?
 - K. Magnusson: Limited comments have come through to CNV staff from our residents. District of West Vancouver is working with TransLink to create a fulsome informational outreach that will be on their website soon. There will be a decision made by West Vancouver's Council some time in late March.
- I have notices the new pedestrian button at Lonsdale and 21st Street that includes Braille; is that a new standard that CNV is working towards?
 - K. Magnusson: Yes, we are able to fund a few of these now and more will be coming in the future.
- Through the B-Line process, is there any opportunity or value in looking at street design?
 - J. Draper: It has been and will continue to be an iterative process; ideas will emerge over the next 18 months - 2 years.
 - K. Magnusson: Through the Marine-Main corridor improvements, there will be opportunities that we can add on to.

Break – 7:00 – 7:10 p.m.

4.0 GOCNV

N. Corbo presented a PowerPoint presentation on GoCNV.

Key pointed included:

- GoCNV is a neighbourhood-based initiative where participants were recruited to try and change their travel behaviour to more active and sustainable modes. It was a pilot project made possible by funding from Vancouver Coastal Health and a TransLink TravelSmart grant.
- The goals were to: increase active transportation trips, reduce motor vehicle trips and to develop a replicable strategy for future campaigns.
- Participants were recruited in the Central Lonsdale East community (about 4,500 households) via direct mail out and targeted social media ads. 250 residents signed up for the program and half finalized their participation.
- Three key messages were used in the program; these messages were centred around the idea of making connections through smarter travel choices. These included connection with nature, connection to health and connection with your community.
- The program drew from individualized marketing and behaviour change research; therefore, the approach included Education, Motivation, Feedback, Incentives, Commitment and Communication.
- GoCNV was most successful at promoting more active transportation and transit trips for recreational travel. It was less effective at motivating change among motor vehicle drivers; only 17% of drivers reported more active transportation trips after participating.
- The effect on motor vehicle trips was more challenging to measure. A 7% decrease in motor vehicle trips was found that could be related to participation in the program.
- We hoped to develop a replicable strategy; overall the program had many successful elements and provides a template to work with for future iterations.
- In future, we hope to coordinate the timing of GoCNV with upcoming infrastructure investments, such as the upcoming Marine-Main B-Line or the opening of new housing developments.

Questions/Comments from ITC:

- Are you planning on following up with participants regarding the long-term impact of change?
 - N. Corbo: We will be sharing the results with the participants and would like to do a follow-up survey in a few months to find out if the changes were sustained.
- Is there an opportunity to get a broader demographic representation? Perhaps by doing surveys at markets or doing other City outreach. Another idea for attracting people to the program could be offering a larger prize at the end for those that complete.
 - N. Corbo: We are not necessarily concerned with reaching the hardest to reach; more so we want to reach people who are somewhat

interested in trying to change their habits (rather than attempting to force those who are set in their ways). Only a small percentage of people would need to drive less to impact congestion. We want to help those you might be interested in change and plant seeds for others. The question for us is whether to narrow our focus to modes that we think we can be more successful with or to keep the broader focus.

- It would be good to find a way to in on the new developments, people moving into Moodyville, and educate people on how to get around in different ways.
 - D. Watson: We are currently looking to change what developers do and are going to be looking for them to provide Transportation Demand Management (TDM) information in the application package as well as have them provide a package that can be distributed to new residents.
- Great presentation. We appreciate the large amount of work that has gone into this project.
- One idea is to have a lawn sign or window sticker for families that have participated in GoCNV; "We're a GoCNV household."

5.0 COUNCILLOR UPDATE

Council has heard only positive support for the B-Line. It has been very encouraging.

The main thing discussed at the last Council meeting was the location and rezoning for cannabis shops; staff will be paying close attention.

6.0 ITC – ROSTER OF PROJECTS WORKSHEET

D. Watson updated the group on the project worksheet.

7.0 TRANSPORTATION EVENTS

None.

8.0 ROUND TABLE

M. Davies: In the first presentation, reference was made to the idea that we are planning for the future. This hasn't been traditionally done in the past; does this mean we have of what the farther future might be?

D. Watson: It means we are planning so we may have a sense but we are not there yet.

D. Watson: New committee members will be appointed at Council's February 4 meeting. As ITC's next meeting would be February 6, that is a bit too close so we will be pushing the meeting a week or two.

E. Barker: Reminder that we will be doing elections for Chair and Vice Chair at the February meeting.

9.0 ADJOURNMENT – 8:05 p.m.



Chair Signature

13 Feb 2019

Date