



# View Royal Active Transportation Network Plan Community Engagement Plan

Town of View Royal



WATT CONSULTING GROUP  
June 1, 2022

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## 1.0 INTRODUCTION

The Town of View Royal has retained WATT Consulting Group (WATT) to undertake its first ever Active Transportation Network Plan (ATNP). The ATNP will support community-specific active transportation networks that are safe, accessible, and convenient for all ages and abilities. It will establish a set of strategies to improve options for active transportation within the Town.

The plan will recommend critical infrastructure improvements, policies, and educational initiatives to encourage all active modes of transportation within and through the community, emphasizing and augmenting the regional connections to the Galloping Goose and E&N Rail Trail networks that traverse through the Town. Active transportation safety is a project priority. In addition, stakeholder and public engagement is a key component in developing the ATNP to ensure that the final recommendations are reflective of the needs and priorities of View Royal residents.

### 1.1 Active Transportation Network Plan Project Goals

In alignment with the Town's original Request for Proposal, the project goals include:

- Create a dynamic ATNP to direct efforts to accommodate a diverse group of stakeholders and public interests.
- Collect and review traffic/cycling/pedestrian data, existing infrastructure, pedestrian and cycling service levels and current transportation policies and programs.
- Development of a stakeholder and public engagement process to gather feedback on transportation priorities and areas of concern.
- Develop potential options to address active transportation concerns, based on a review of existing transportation systems, as well as the consultation process.
- Prepare a project specific budget that supports active transportation projects.
- Complete the ATNP

### 1.2 Purpose of Engagement Plan

The overall objectives of the community engagement process are as follows:

- Provide opportunities for all residents and businesses, including those typically underrepresented, to provide input and ideas to the development of the ATNP;
- Increase understanding, awareness, and support of active transportation through engagement activities that focus on understanding local context, information sharing and education and promotion; and
- Show the community how their input helps to shape project outcomes.



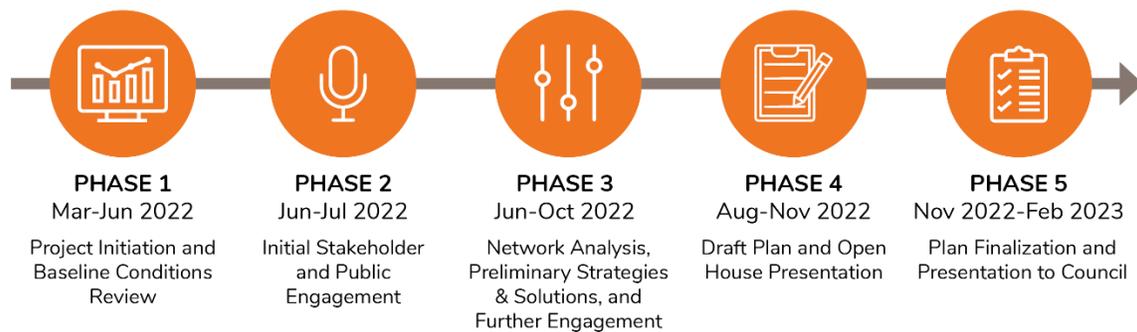
### 1.3 Project Key Messages

The following key messages will be used in all communication materials and tools used to inform audiences about the project:

- The Town of View Royal is undertaking its first ever Active Transportation Network Plan (ATNP) to support the development of active transportation options that are safe, accessible, and convenient for all ages and abilities
- Active transportation is human-powered forms of commuting to work, school, recreation, socializing or running errands with the benefit of supporting active lifestyles and reducing greenhouse gas emissions
- The ATNP will support the implementation of the Community Climate Action Strategy goals to reduce greenhouse gas (GHG) emissions
- The ATNP will support the overall goals and objectives in the ongoing OCP update including goals to shift towards active modes of transportation.
- The Town of View Royal has hired Watt Consulting Group—a transportation and engineering firm based in Victoria—to prepare the ATNP.

## 2.0 PROJECT PHASES

The View Royal Active Transportation Network Plan is being developed in a five-phase process, as shown below:





The project process uses engagement techniques to involve stakeholders and the public in alignment with the International Association for Public Participation (IAP2) Core Values for Public Participation. The seven core values of IAP2 are as follows:

1. Those who are affected by a decision have a right to be involved in the decision-making process.
2. Promise that the public’s contribution will influence the decision.
3. Promote sustainable decisions by recognizing and communicating the needs and interests of all.
4. Seek out and facilitate the involvement of those potentially affected by or interested in a decision.
5. Seek input from participants in designing how they participate.
6. Provide participants with the information they need to participate in a meaningful way.
7. Communicate to participants how their input affected decisions.

Participation is targeted to fulfill the “Involve” and “Collaborate” aspects of the IAP2 Spectrum of Participation (see below).

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC		We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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IAP2 Spectrum of Public Participation. Source: IAP2, 2018



## 2.1 Engagement Tasks

The overall engagement process for the ATNP is organized into three rounds that broadly align with Phases 2, 3, and 4 in the ATNP project schedule. It includes six tasks (utilizing both in-person and online engagement), which are described below.

### Round 1 Engagement

Phase 2 of the ATNP

#### Community Ideas Fair + Project Launch

- **Overview:** This task will introduce the community to the project through a series of maps and display boards through an in-person ideas fair. It will be an opportunity to gather initial feedback on the current state of active transportation in View Royal—including key barriers and concerns— as well as the opportunities to be considered in the ATNP. There will also be display boards showing precedents and best practices from other communities and participants will have a chance to vote what they like using sticky dots. Participants will also be directed to participate in the concurrent survey if they would like to provide additional feedback.
- **Format:** The ideas fair is proposed to be held in-person (outdoors) in a central location within View Royal. One event will be held in north View Royal (e.g., Chancellor Park) and the other event in south View Royal (e.g., Portage Park, Helmcken Centennial Park)
- **Timing:** June 25, 2022 (one day event with each event being three hours in length)

#### Online Survey #1

- **Overview:** Drawing from the baseline conditions work completed in Phase 1 of the ATNP, WATT will develop specific questions to better understand the barriers facing View Royal residents who use the active transportation network. Questions will target corridors, intersections, as well as maintenance protocols.
- **Format:** Alchemer online survey platform
- **Timing:** June 2022 (the survey will launch one week prior to the Ideas Fair and remain open for three weeks following the Ideas Fair)

#### Stakeholder Interviews

- **Overview:** Following the survey, and to obtain more specific insights about active transportation barriers and opportunities, WATT will conduct interviews



with First Nations communities and special interest groups to ensure we hear the voices of the seldom heard early in the process. These could include interviews with local business groups, community/resident groups, accessibility groups, and transportation focused groups. WATT will work with the Town to create a short-list of interviewees.

- **Format:** Phone or online via Microsoft Teams video conferencing.
- **Overview:** July 2022

## Round 2 Engagement

Phase 3 of the ATNP

### Online Survey #2

- **Overview:** At this stage of the plan process, our team will have identified active transportation options and developed preliminary strategies and solutions for the future network. Online Survey #2 will focus on presenting these draft recommendations to understand the community's overall level of support. The results from the survey will provide the key directions for the draft ATNP. The public will be able to provide feedback on:
  - ATNP draft vision, goals, and principles
  - Infrastructure and corridor options for the cycling and pedestrian networks
  - Prioritization of major intersection improvements and crossings
  - Potential policy and programming initiatives
  - Draft recommendations surrounding emerging trends (i.e. mobility scooters, electric kick scooters, and speed reduction)
- **Format:** Alchemer online survey platform
- **Timing:** September 2022

### Community Bikeshops

- **Overview:** This task will invite the public to participate in 'bikeshops' led by the consulting team to provide participants with an opportunity to see where the active transportation improvements are being proposed in the context of the existing network. The purpose of the bikeshops is to present elements of the network analysis including different options for pedestrian and cycling infrastructure improvements that are being considered in the draft ATNP. Community members will be able to sign up via an online event management platform such as Eventbrite on a first come, first served basis. Participants will



be asked to bring their own bicycles, but electric bike rentals will also be available for some participants who would like to have that experience.

- **Format:** In-person, outdoors throughout the community. Sign up via online platform. A total of three bikeshops would be held over the course of the day and follow the same routing / stops. WATT staff will lead the tours and develop questions to obtain feedback from the community. The public will be invited to participate in the bikeshops with a maximum of 10-15 participants per bikeshop to manage numbers. View Royal staff would also attend and provide local context. WATT will develop the materials for the event and work with the Town to recruit and manage participants through a website such as Eventbrite. One of the shops can be on foot, acknowledging that not everyone has access or is able to bike, should the Town desire
- **Timing:** September 2022

### Round 3 Engagement

Phase 4 of the ATNP

#### Community Open House

- **Overview:** At this stage of the plan process, our team will have developed the draft ATNP based on feedback received in previous rounds of engagement. This final engagement task will involve presenting the draft plan back to the community via an online or an in-person open house.
- **Format:** The open house could occur in-person at a public place such as the View Royal Community Hall or Town Hall (if COVID-19 public health restrictions allow) or online via the project webpage and Alchemer survey platform.
- **Timing:** November 2022 (one day event, three hours in length)

#### Engagement Deliverables

Key deliverables in the engagement process will be two 'What We Heard' summary reports that document key themes from the public and stakeholder engagement. These summaries will highlight the priority issues and barriers identified in Round 1, and the key feedback heard on the draft recommendations in Round 2.

Additionally, WATT will prepare a summary outlining key feedback heard during the Round 3 open house and how that feedback will be incorporated into the final report.



### 3.0 COMMUNICATIONS AND PROMOTIONS

Communications and promotions will be critical for creating awareness around the project and its engagement processes. In particular, the following tools will be used:

- **Project Webpage** – A project webpage will be developed and published to the Town’s website to serve as a central depository for documents and updates pertaining to the project. The Town will be responsible for updating the project webpage, which will happen no less frequent than at each new phase of the project.
- **Social Media** – Social media will be utilized to post information and updates about the project. Specifically, the Town’s Facebook, Instagram, and Twitter accounts will be utilized to share information about the project and inform residents and businesses about how to get involved. This will include use of photos and short posts to generate interest. The Town will be responsible for the social media posts.
- **Media Outreach** – In addition to the various municipal social media channels, media releases will be used to alert local media to public engagement opportunities. The consultant team will work with the Town to develop and circulate these materials. However, the Town will be responsible for finalizing and coordinating all media releases.
- **Promotional Video** – A short promotional video will be produced to help promote project awareness and entice engagement. The Town will be responsible for producing the video, which may be used in social media outreach efforts.
- **Print and E-Newsletter** – Project announcements and updates will be published in the Town’s bi-annual print newsletter and monthly e-newsletter. Engaged citizens will be given the opportunity at events to sign up for the e-newsletter to receive project updates. The Town will be responsible for collecting email addresses and publishing project announcements to the newsletters.

*WATT will play a lead role in creating the content for the communications and promotional materials. This will include relevant content / key messages for the media releases, posters, graphics, and other marketing materials. The Town will be responsible for publishing and releasing this content.*



## 4.0 KEY AUDIENCES & STAKEHOLDERS

The following key audiences will be engaged in this project and will help shape the final outcomes of the ATNP.

- BC Transit
- Canadian National Institute for the Blind (CNIB)
- Capital Bike
- Capital Regional District (Parks & Environmental Services, Planning & Protective Services)
- DND & Seaspn
- Esquimalt and Songhees Nations
- Island Corridor Foundation
- Local businesses
- Ministry of Transportation and Infrastructure
- Neighbouring municipalities (City of Colwood, Township of Esquimalt, and District of Saanich)
- Residents
- School District 61 and Parent Advisory Committees (PACs)
- Silver Threads Service
- Social Planning and Research Council of BC (SPARC BC)
- Town of View Royal Council and Committee of the Whole
- Town staff
- View Royal Climate Coalition
- View Royal Community Association
- Walk On, Victoria
- Westshore Parks and Rec

## 5.0 ENGAGEMENT STRATEGY FRAMEWORK

The following framework outlines the detailed activities required to undertake the engagement. The table includes [a] the proposed engagement activity, [b] the objectives of the activity, [c] the anticipated outcomes, [d] the key audience, [e] the date, and [f] the responsibilities between the consulting team and the Town of View Royal.



ROUND / TASK		OBJECTIVES	DESIRED OUTCOMES	TARGETED AUDIENCE	DATE	RESPONSIBILITIES
<b>ROUND 1</b> (Phase 2 of the project)	<b>Task name:</b> Community Ideas Fair  <b>Engagement format:</b> In-person (outdoors) in a central location	<ul style="list-style-type: none"> <li>Introduce the community to the project through a series of maps and display boards</li> <li>Receive feedback on the challenges / barriers to active transportation</li> <li>Receive feedback on the opportunities to explore in the ATNP</li> </ul>	<ul style="list-style-type: none"> <li>Understand—at a high-level—what the common challenges are pertaining to active transportation</li> <li>Understand what the community’s priorities are for active transportation</li> <li>Understand what guiding principles are important to consider in the ATNP</li> </ul>	<ul style="list-style-type: none"> <li>Key Stakeholders as identified in Section 4.0</li> <li>View Royal residents</li> <li>Commuters and employees of View Royal</li> </ul>	June 2022	<b>Consulting Team:</b> <ul style="list-style-type: none"> <li>Design event materials including promotions (e.g., poster)</li> <li>Facilitate event</li> <li>Analyze the feedback</li> </ul> <b>Town:</b> <ul style="list-style-type: none"> <li>Review the content for the Community Ideas Fair and provide feedback to WATT</li> <li>Inform the wider community about the project and the Community Ideas Fair through various communication channels (e.g., social media)</li> </ul>
	<b>Task name:</b> Online Survey #1  <b>Engagement format:</b> Alchemer	<ul style="list-style-type: none"> <li>Receive detailed feedback on where people walk / cycle and the key barriers to active transportation, as well as priorities for improvement</li> </ul>	<ul style="list-style-type: none"> <li>Have a more detailed understanding of active transportation barriers in the community</li> <li>Have clearer direction on the vision and guiding principles for the ATNP</li> </ul>	<ul style="list-style-type: none"> <li>Key Stakeholders as identified in Section 4.0</li> <li>View Royal residents</li> <li>Commuters and employees of View Royal</li> <li>Council</li> <li>Town staff</li> </ul>	June / July 2022	<b>Consulting Team:</b> <ul style="list-style-type: none"> <li>Develop the survey questions</li> <li>Create survey in Alchemer</li> <li>Produce a summary of what was heard</li> </ul> <b>Town:</b> <ul style="list-style-type: none"> <li>Review the survey questions and provide feedback to WATT</li> <li>Promote the survey to the wider community</li> </ul>



ROUND / TASK		OBJECTIVES	DESIRED OUTCOMES	TARGETED AUDIENCE	DATE	RESPONSIBILITIES
	<p><b>Task name:</b> Stakeholder Interviews</p> <p><b>Engagement format:</b> Short interviews via phone or Microsoft Teams</p>	<ul style="list-style-type: none"> <li>Learn about how the stakeholders are involved in active transportation</li> <li>Learn about the key barriers / issues facing active transportation users in View Royal</li> <li>Learn about the specific changes they would like to see in the active transportation network</li> </ul>	<ul style="list-style-type: none"> <li>Have a more detailed understanding of stakeholder priorities / desires around the active transportation network</li> </ul>	<ul style="list-style-type: none"> <li>Key Stakeholders as identified in Section 4.0 (shortlist of interviewees to be confirmed with Town)</li> </ul>	July 2022	<p><b>Consulting Team:</b></p> <ul style="list-style-type: none"> <li>Develop the interview questions</li> <li>Conduct the interviews</li> </ul> <p><b>Town:</b></p> <ul style="list-style-type: none"> <li>Confirm / provide list of stakeholders to contact and interview</li> </ul>

→ DELIVERABLE: “WHAT WE HEARD” ENGAGEMENT SUMMARY REPORT #1

<p><b>ROUND</b></p> <p><b>2</b></p> <p>(Phase 3 of the project)</p>	<p><b>Task name:</b> Online Survey #2</p> <p><b>Engagement format:</b> Alchemer</p>	<ul style="list-style-type: none"> <li>Present the draft plan goals and vision to obtain feedback</li> <li>Present the draft plan recommendations to obtain feedback</li> <li>Help prioritize the improvements</li> </ul>	<ul style="list-style-type: none"> <li>Learn about what residents like about the plan and what needs to be revised</li> <li>Understand what the community sees as the priorities through level of support and ranking</li> </ul>	<ul style="list-style-type: none"> <li>Key Stakeholders as identified in Section 4.0</li> <li>View Royal residents</li> <li>Commuters and employees of View Royal</li> <li>Local businesses</li> </ul>	September 2022	<p><b>Consulting Team:</b></p> <ul style="list-style-type: none"> <li>Develop the survey questions</li> <li>Create survey in Alchemer</li> </ul> <p><b>Town:</b></p> <ul style="list-style-type: none"> <li>Review the survey questions and provide feedback to WATT</li> <li>Promote the survey to the wider community</li> </ul>
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ROUND / TASK		OBJECTIVES	DESIRED OUTCOMES	TARGETED AUDIENCE	DATE	RESPONSIBILITIES
	<p><b>Task name:</b> Community bikeshops</p> <p><b>Engagement format:</b> In-person / outdoors (sign-up online)</p>	<ul style="list-style-type: none"> <li>Show the community in-person where active transportation improvements are proposed</li> <li>Receive feedback on proposed improvements</li> <li>Promote active transportation to community members</li> </ul>	<ul style="list-style-type: none"> <li>Gain a better understanding of what community members think about the proposed improvements</li> <li>Increased enthusiasm and support for active transportation</li> </ul>	<ul style="list-style-type: none"> <li>Key Stakeholders as identified in Section 4.0</li> <li>View Royal residents</li> </ul>	September 2022	<p><b>Consulting Team:</b></p> <ul style="list-style-type: none"> <li>Plan event logistics including route, schedule, etc.</li> <li>Record feedback from participants</li> </ul> <p><b>Town:</b></p> <ul style="list-style-type: none"> <li>Manage online sign-up and promote the event to the community</li> </ul>

→ DELIVERABLE: “WHAT WE HEARD” ENGAGEMENT SUMMARY REPORT #2

<p><b>ROUND 3</b> (Phase 4 of the project)</p>	<p><b>Task name:</b> Present draft plan at open house</p> <p><b>Engagement format:</b> In-person at a public place or online via project webpage and Alchemer survey platform</p>	<ul style="list-style-type: none"> <li>Present and receive feedback on the key recommendations of the ATNP</li> <li>Present and receive feedback on the vision and goals of the ATNP</li> </ul>	<ul style="list-style-type: none"> <li>Update and finalize the vision, guiding principles and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Key Stakeholders as identified in Section 4.0</li> <li>Residents</li> <li>Local businesses</li> <li>Council</li> <li>Town staff</li> </ul>	November 2022	<p><b>Consulting Team:</b></p> <ul style="list-style-type: none"> <li>Design event materials including promotions (e.g., poster)</li> <li>Manage the open house content on the online platform (if online)</li> <li>Attend and respond to questions from the public</li> </ul> <p><b>Town:</b></p> <ul style="list-style-type: none"> <li>Review the display boards and provide feedback to WATT</li> <li>Inform the wider community about the Open House through various communication channels (e.g., social media)</li> </ul>
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ROUND / TASK		OBJECTIVES	DESIRED OUTCOMES	TARGETED AUDIENCE	DATE	RESPONSIBILITIES
						<ul style="list-style-type: none"><li>▪ Attend and support consulting team</li><li>▪ Confirm/book venue</li><li>▪ Event logistics + set-up assistance</li><li>▪ Supplies + printing</li><li>▪ Event support + participation</li></ul>

➔ DELIVERABLE: SUMMARY OF FEEDBACK HEARD DURING ROUND 3 OPEN HOUSE

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