11.0 Transportation

Goals

Deliver a financially sustainable, integrated transportation network for Vernon.

Promote community safety, health and a high quality of life while reducing the environmental impact of transportation.

Increase community awareness of the benefits of using alternative transportation including, but not limited to, public transit, walking, cycling and carpooling.

Increase use of alternative travel options through improvements to public transit and providing fully connected walking, cycling and trail networks.

Focus on providing access to services, goods and activities to maintain a safe, efficient and cost effective network for all modes of travel over the short and long term as Vernon grows.

Maximize the benefits of transportation investments by integrating them with land use planning and the development of the City Centre and neighbourhood centres in a manner that promotes community safety, is transit oriented and provides transportation choice.

Guiding Principles Met

Foster prosperity for people, business and government
Protect and preserve green spaces and sensitive areas
Ensure housing meets the needs of the whole community
Create a culture of sustainability
Protect agricultural land
Create strong, compact and complete neighbourhoods
Provide alternative transportation
Revitalize the Downtown
Create a youth friendly city

Context

Of particular importance to transportation in Vernon are the changing demographics of the city and vehicle use trends. The two largest age groups in Vernon are the baby boomers (born between 1946 and 1964) and millennials (born between 1980 and 2004). For different reasons both groups are reducing vehicle use and ownership. As people retire their vehicle usage reduces by 40%. Vernon has a higher proportion of seniors, aged 65 and older, than the British Columbia average, a trend that is projected to continue. These residents will need

routes complete with pedestrian facilities, suitable ramps at crosswalks and accessible transit. Pedestrian facilities such as sidewalks enable all residents, including those with mobility impairments, to access nearby services or the fully accessible transit network. The expected increase in the numbers of mobility scooters and motorised wheelchairs must also be accommodated. The millennials use social networking to a greater extent and tend to prefer to live where they can walk, cycle or take transit to work resulting in a reduced vehicle usage and a deferral of vehicle ownership.

Like many other cities, Vernon still has a high reliance on the automobile despite these trends, with most trips taken in single occupant vehicles. While the prevalence of automobiles makes it easy to travel to multiple destinations, a community's overreliance on them can have many negative consequences. Traffic can make some neighbourhoods feel unsafe, with children and seniors being discouraged from using their front yards, as well as from walking and cycling, depriving them of exercise. The cost to families and the community of a vehicle accident can be devastating. Safety concerns, whether real or perceived, impact how people travel, usually resulting in fewer walking and cycling trips, particularly for children and seniors. Air quality can decline while greenhouse gas emissions rise, impacting community health and contributing to climate change. Residents who rely on their vehicles will become more vulnerable to fluctuations in world fuel prices. Without alternative modes of transportation, seniors, youth and people with disabilities can be prevented from accessing needed services, finding employment, socializing with friends and taking care of day-to-day errands.

Additionally community benefits of TDM, beyond providing travel options, include: a greater sense of community connection with more people on the streets walking, cycling and taking transit which helps with crime prevention with more eyes on the streets. Statistics have shown that where business locations and neighbourhoods have higher numbers of people walking and cycling there has been lower incidences of crime.

Many roads are nearing the end of their service lifespan and must be repaired or replaced at great expense. As the city grows, it will be challenging to build new road improvements when significant resources will be required to repair and replace the existing road network we already have. To ensure that the network can meet the needs of the community in the short and long term, remain functional and affordable, these costs must be managed.

Investment in alternative transportation to date has proven effective. Since the adoption of the 2008 OCP and the 2008 Transportation Plan, significant captial investment has been directed to walking, cycling and transit infrastructure to provide more travel options and reduce the reliance on the automobile. In 2013 the City of Vernon, in partnership with the Regional District of the Central Okanagan, City of Kelowna, District of West Kelowna and District of Lake Country, undertook household travel surveys in the Central Okanagan and Vernon. This travel survey collected information on current travel patterns and was compared to the 2007 survey. The percentage of trips taken by walking, cycling and transit have all increased. The percentage for all three in 2007 was 9.4%, in 2013 it was 12.0%. This 2.6% modal shift may appear to be small, but it means that the number of trips made by cycling and transit more than doubled and walking trips increased by nearly 24%. With these changing trends and the challenges associated with an automobile reliant community in mind, a Master Transportation Plan has been developed. This plan builds on the 2008 Transportation Plan, which recognised the need to shift the basis of transportation planning from increasing vehicle capacity through road building to transportation demand management.

25 Year Master Transportation Plan

The Master Transportation Plan (MTP) provides a framework for how the City of Vernon will manage its transportation network over the next twenty five years. Given finite resources and practical funding constraints, achieving these goals requires the City to prioritize efforts and explore innovative funding and design solutions to create a multi-modal network. The reduction of the number trips made in a Single Occupant Vehicle (SOV) is a key component of the plan as it can delay or defer completely the need for road network capacity improvements that cost substantially more. Enabling more alternative transportation trips is a cost effective use of municipal finances. Therefore, the MTP has developed four sub plans and strategies with prioritised infrastructure improvements designed to reach the largest market share of potential users, achieve the largest return on the investment of capital funding possible, and keep the whole network functioning in a convenient, attractive and safe manner for all users of all ages, income levels and mobility levels. These sub plans and strategies are shown in the following table.

| Road Network Plan | Transit Strategy | Pedestrian and Bike Master Plan | | Transportation Demand |
|---|---|---|---|---|
| | | Pedestrians | Bikes | Management Strategy |
| I. Integrated Transportation Framework (ITF) (Asset Management) I. Updated Road Network Improvement Strategy Implement prioritised network improvements I. Highway 97 & 6 plans I. Heavy Trucks & Dangerous Goods I. Neighbourhood Traffic Management | 1. Transit Future Plan 2. Implement priority bus route changes 3. Bus Stop Improvement Program 4. Incentives & measures to maximize ridership 5. Custom Transit Pilot Project | 1. Increase fully connected sidewalks 2. Construct sidewalks in priority areas 3. Standardize pedestrian facilities & crossing treatments 4. Utilise connectors between multi-use paths and sidewalks to maximise connectivity 5. Roadside & Off-Road Trail Network | 1. Increase fully connected bike routes 2. Implement bike route priorities 3. Standardize bike facilities & crossing treatments 4. Utilise connectors between multi-use paths & trails and bike gutters on stairs to maximise connectivity 5. Roadside & Off-Road Trail Network | 1. Updated Integrated Land Use Planning & Transportation Planning 2. City Centre Neighbourhood Plan Parking Implementatio Strategy 3. Leadership including City of Vernon workplace Travel Plan 4. Education & Awarenes Programs 5. Private Sector & Other Agency Initiatives |

Increasing the number of trips taken over 25 years by walking, cycling, transit and carpooling from the 2013 share of 28.2% up to 37% will manage that travel demand and congestion for the next 25 years and beyond. If

the increases seen over the previous six years in walking, cycling and transit use continue to 2040, then these targets would be exceeded.

| Travel Mode | In 2013 | Target for 2040 62% | |
|-------------------------------|---------|----------------------------|--|
| Single Occupant Vehicle (SOV) | 70% | | |
| Transit | 1.7% | 2.5% | |
| Walking | 8.4% | 12.5% | |
| Cycling | 1.9% | 5.0% | |
| Carpooling | 16.2% | 17% | |
| Other | 0.3% | 1% | |

Road Network Plan

Vision Statement: to provide a safe, efficient, financially sustainable system that moves people and goods, supports the neighbourhood centres, quality of life for residents, economic development, protects the environment and emphasizes the preservation and maintenance of the existing road network.

The Road Network Plan sets out the prioritised road improvement plan for the next 25 years. The City of Vernon transportation model has been updated using the Land Uses in Chapter 5 of the OCP, population data, revised growth projections and current travel patterns determined through the 2013 City of Vernon Household Travel Surveys. With a growing city and aging infrastructure the challenge is to maintain the network while accommodating growth. As such a critical review of the future network was undertaken to develop the Integrated Transportation Framework (ITF). The ITF assessed the current condition of the roads, sewers and storm water



system, their remaining life and their replacement cost. Even with additional funding the existing network is too expensive to maintain and rebuild, requiring a new approach to road network renewal. Therefore, the ITF recommended the following:

- strategically reclassiy several arterial roads to collectors;
- reduce travel lane widths to 3.25m throughout the network;
- investigate alternative reconstruciton methods and standards on select roads; and
- reduce the frequency of road reconstruction on local residential roads.

Certain new roads are directly related to development, while other transportation improvements are less reliant on population growth and travel demand than others, and have strategic value in encouraging redevelopment and promoting economic development while maintaining good traffic flow in the City Centre to support the local economy, all are shown on Map 4.

Working cooperatively with the Ministry of Transportaion and Infrastructure (MoTI), the Highway 97 Traffic Management Strategy was updated (Map 5). This strategy sets out how the provision of improved turn movements at signalled intersections on Highway 97 followed by the removal of left turn movements in between those intersections will ensure the efficient movement of traffic along this highway corridor. Over the years the signal co-ordination timing plan for the traffic signals will be updated by MoTI to adapt to changes in traffic volumes and movements. Certain new roads and improvements are the subject of further studies into their need, timeline and funding, as follows:

- 1) The Highway 6 Highway 97 Connector (formerly known as the 27th Street extension).
- The addition of a second left turn left from Highway 6 by the RBC bank onto Highway 6 by Fruit Union Plaza.
- 3) Highway 97 at 35th Avenue: new traffic signal with left turn lanes on the north and south legs.
- 4) The Old Kamloops Road to Highway 97 Connector (formerly known as the 48th Avenue Extension).
- 5) Long term planning beyond the 25 year time frame.

Transit Strategy

Vision Statement: The North Okanagan System connects people and communities through cost effective, convenient, safe and accessible services.

Transit has tremendous potential to contribute to more economically vibrant, liveable, and sustainable

communities. Realizing this potential is increasingly important due to factors such as climate change, population growth, an aging demographic, and availability of affordable transportation choices for individuals who do not have access to a private automobile. Two types of accessible transit service are offered for people with permanent or temporary disabilities: the fully accessible fixed-route conventional bus service and the shared door-to-door handyDART service. All of the fixed-route service buses are accessible as they are low-floor buses with ramps. Fixed-route buses have straps to secure wheelchairs or scooters. Many customers use a combination of fixed-route and handyDART services depending on their travel needs and destination.



Projected future growth will place increasing pressure on the existing transportation system. In 2013 and 2014 the City of Vernon, in partnership with BC Transit and the RDNO, developed a 25 year Transit Future Plan (TFP) for the regional transit system. The TFP sets a transit mode share target of 2.5% for all trips by 2038, requiring the conventional transit network transit (Routes 1 – 8 in Vernon and Coldstream) ridership to grow from 445,330 to 1.4 million trips per year. This target aligns with the Provincial Transit Plan's transit mode share target for

regional centres in British Columbia. The ultimate transit network (Map 6) in the FTP was designed to get more people on the bus by making the experience convenient and enjoyable so they continue to choose transit as their preferred travel mode. However, growing the conventional network over time by adding additional routes and increasing the frequency is not sustainable using the current method of operation. In order to grow the service and be attractive to users the conventional network will be redesigned using two new categories:

- The Core Transit Network (CTN) on medium to high density mixed land use corridors providing a
 convenient, reliable and more frequent transit service on weekdays. Its goal is to allow customers to
 spontaneously travel without having to consult a transit schedule. The CTN will carry the majority of the
 transit system's total ridership, and for this reason it justifies capital investments such as a high level of
 transit stop amenities, service branding, right-of-way improvements and transit priority measures; and
- The Local Transit Network (LTN) will redesign the remaining routes by considering new areas coverage
 that have grown sufficiently to make transit service financially viable, improving routing efficiencies and
 connecting neighbourhoods to local destinations and the CTN. LTN services allow customers to plan a
 trip to work, school, and the local shopping centres by transit.

Overall, to encourage and retain ridership, the service needs to have the following elements:

- · A strong brand and identity;
- Easy to understand and use fare products
- User education;
- · User information systems, on-street and on-line;
- Marketing campaigns;
- · Public relations and external communications;
- User feedback systems; and
- · Online engagement.

Pedestrian and Bike Master Plan

Vision Statement: to create an affordable multi-modal network that provides travel choices and connects neighbourhood centres by providing safe, convenient and accessible facilities for pedestrians and cyclists that supports the health and quality of life of residents, local businesses and tourism industry and protects the environment.

Vernon is ideally located in the Okanagan Valley with good weather and is of a size that can support a large percentage of the population walking and cycling. Walking and cycling produces no air or noise pollution, decreases traffic, reduces taxpayer burden, helps alleviate parking demand, saves energy, uses land and road space efficiently, provides mobility, saves individuals' money, improves health and fitness and is quick and fun. National and international experience also shows that creating an environment that enables and encourages walking and cycling results in a place that people want to go to and stay longer. This supports local businesses and shops by attracting people and encouraging them to look around, and supports the OCP's guiding principle of revitalizing the downtown.

The key benefits of expanding and supporting walking and cycling networks and programs, include:

- Public health and safety: as a more physically active, therefore healthier, form of transportation, there
 are proven links to improved public health outcomes with more walking and cycling. Well-designed
 networks and purpose-built infrastructure can also greatly improve pedestrian and cyclist safety;
- Environment and sustainability: walking and cycling has multiple environmental benefits. As a self-propelled form of transportation, it generates no air pollution and is far less carbon intensive than other forms of transportation, particularly the SOV. Walking, cycling and transit are an important part of a municipal GHG reduction strategy;
- Economic and financial: the development and maintenance costs of walking and cycling infrastructure
 are far lower than for the infrastructure for other forms of transportation, both overall and on a percapita basis. Such infrastructure and amenities can have positive local economic development impacts
 and produce individual cost savings;
- Community and quality of life: improved pedestrian and bicycle networks can have many positive impacts on overall community and individual well-being, social cohesion, community identity, and equality issues; and
- Transportation and connections: a good network improves connections to, and between, community
 destinations, which improves the broader transportation network. With the majority of transit trips
 beginning and ending with walking, public transit ridership in particular can benefit from an expanded
 walking network.

Vernon currently has 165km of sidewalks, 90km of shared use facilities (for pedestrians and cyclists) and 30km of on-road bike lanes. Additions to the network by 2040 are intended to provide: 170km of shared use facilities, 211km of sidewalk and 37km of on-road bike lanes. Users of the pedestrian and bike network have different levels of ability and trip purpose. An experienced cycle commuter would prefer to use direct onroad bike lanes, whereas an elementary school student would prefer a multi-use path separated from the traffic. As such the network has been classified in terms of the facility's target users and trip purposes. For example the photo to the right is of a Class 1 trail, "a major urban multi-use path that connects major land use destinations". The proposed walking, cycling and trail networks were reviewed with the assistance of stakeholders, local groups and public engagement events. The maps

showing the existing and future facilities, classified by type, are shown on Map 7 (a to f).

The former CN rail corridor (between Coldstream and Kelowna) has been identified as a continuous multi-modal transportation corridor connecting all the communities along the line. The municipalities of Kelowna, Lake Country, Vernon and Coldstream and the Regional Districts of Central and North Okanagan are working collaboratively in achieving common transportation goals for the mutual benefit of the valley's residents. The former rail corridor has the opportunity to be a regionally significant multi-modal transportation corridor with benefits for pedestrians, cyclists and in the future, transit. Its use as a trail is an incredible opportunity for tourism in the Valley. The Province of BC also supports this corridor and has contributed to the funding for its acquisition.

To maximise access to Kalamalka Lake and the rail corridor, the Pedestrian and Bike Master Plan includes a proposed Class 1 Trail (as shown to the right). This route would start in Polson Park and connect via Kalamalka Lake Road to the City boundary with the District of Coldstream. The terminal point of the rail corridor in Coldstream is approximately 1250 metres from the City boundary. City staff have and will continue to work with District of Coldstream staff to develop a connection between the rail corridor and the Class 1 trail in Vernon, thus providing Vernon residents and tourists with safer travel options for commuting and recreation.



Transportation Demand Management Strategy

Vision Statement: "to promote a sustainable, safe, effective and integrated multi-modal transportation network so that travel choice can be improved through a more efficient use of services and infrastructure already in place. This is supported by a framework of policies, programs and initiatives in partnership with public agencies, local government, businesses, Interior Health, the non-profit sector, schools and institutions.

Managing demand in any network by reducing use and switching to alternate options is a cost-effective alternative to increasing capacity. The provision of alternative transportation options also has the potential to deliver desired environmental outcomes, improved public health, stronger communities, and more prosperous cities. Providing transportation alternatives together with Transportation Demand Management (TDM) measures to encourage their use manages costs to the community while supporting community desire for sustainable travel options and liveable neighbourhoods. TDM policies, programs, services and initiatives influence why, when, where and how people travel. They help shape the economic and social factors behind personal travel decisions, and offer several key benefits:

- · A cost effective way to optimize, as well as change, travel choices;
- Increase walking, cycling, taking transit or carpooling and shifting trips out of peak periods; and
- Are versatile and dynamic tools that can quickly be adapted to suit changing circumstances.

The City of Vernon's TDM strategies and outcomes are multi-faceted and interrelated to support the OCP goals and objectives, as set out as follows:



- Many communities are moving away from automobile Level of Service (LOS) as being the single determining factor in assessing the quality of transportation service. Performance measures that focus on people and goods movement for all travel modes will be developed (Multi-Modal Level/ Quality of Service).
- Implement the City Centre Parking Strategy. Parking
 management has moved over the years from a
 "predict and provide" model to one that is designed
 to meet a wide range of objectives. These objectives
 include supporting mixed land uses, creating a more
 livable city, encouraging economic development,
 managing the assets of the City / land owners in a
 cost effective manner.
- Support the development and implementation of workplace travel plans. A travel plan is tailored for each specific workplace, identifying a package of measures that promotes sustainable travel, with an emphasis on reducing reliance on SOV journeys. It is unrealistic to expect or require commuters to stop driving completely, however taking another mode one day a week would met the target for SOV trips by 2040.
- Utilise annual provincial and national outreach campaigns and events to increase awareness of the benefits
 of walking, cycling, taking transit and carpooling.
- Implement school travel plans to identify real and perceived barriers to students walking and cycling and then develop a plan to address these over time.
- Develop partnerships by undertaking marketing and promotions to increase knowledge of alternative transportation options and provide opportunities to try them out.

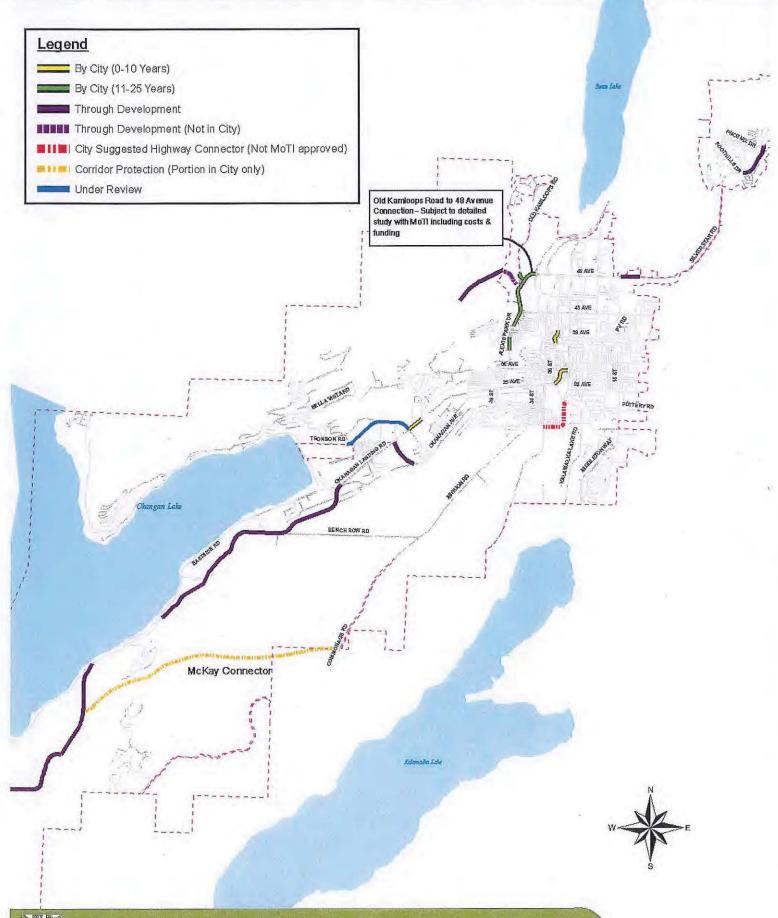
Supporting Policies

- 11.1 Collaborate with all levels of government, RCMP, community groups, School District 22, the Interior Health Authority and Vernon residents to ensure safe and effective transportation services meet the needs of the community, and are planned for and delivered.
- 11.2 Continue to cooperate with the provincial government on the implementation and monitoring of the prioritised Highway 97 improvements and the completion of further studies into new highway connectors, intersection improvements and long term planning while recognizing their role in the economic health of the city and the region, as well as to protect the major corridors identified in the Regional District of North Okanagan's Regional Growth Strategy.
- 11.3 Retain the rail corridor for transportation purposes only, as illustrated on the Map 7a to f.
- 11.4 Produce an annual Road Safety Report that utilizes accident investigation and analysis to identify Road Safety Improvement Projects for consideration in the annual capital program.
- 11.5 Encourage transportation projects and initiatives that contribute to the long term livability, vitality and viability of the City Centre, the neighbourhood centres and residential areas.
- 11.6 Encourage transportation projects that minimize the impact of roads and transportation routes on surrounding neighbourhoods, agricultural lands, hillsides and sensitive habitats. All road works proposed for lands designated Agricultural Land Reserve require consideration and approval by the Agricultural Land Commission (ALC).
- 11.7 Implement the Road Network Improvement Strategy in the Master Transportation Plan with due consideration for the Integrated Transportation Framework (ITF); where possible in coordination with maintenance requirements. In addition, the City shall:
 - Evaluate and implement transportation network modifications based on factors including accident reduction, differential improvements to the Multi-Modal Level of Service / Quality of Service (MMLOS / QOS), mode share objectives and land use development objectives.
 - b. Design roads to incorporate utilities, transit, pedestrian and bike facilities as per the Master Transportation Plan and streetscape design elements such as trees, landscaping, median strips and boulevards, where warranted and practical and appropriately balanced with the ITF and future maintenance costs.
 - c. Utilize congestion as a management tool by refraining from implementing road modifications intended to increase capacity and/or efficiency of automobiles until the peak period level of service (LOS) is at the threshold of failure (i.e. LOS D/E throughout the morning, midday and afternoon peak periods).
 - d. Review access to industrial and commercial land uses by trucks and the routes taken in connection with asset management to ensure the structural integrity of roads is balanced with the adverse impacts of truck traffic in residential areas.
 - e. Implement Seasonal Load Restrictions on municipal roads to complement routing and coordinate their timing with the MoTl's Seasonal Load Restrictions Program.
 - f. Implement a Transport of Dangerous Goods Bylaw following approval from MoTI.

- g. Maintain an ongoing program of data collection and technical support in order to continuously improve the efficient operation of the whole transportation network.
- Consider the possible future need for converting travel lanes to transit and / or High Occupancy Vehicle Only lanes during peak periods on municipal roads and highways.
- 11.8 Adapt transportation services to address demographic trends in Vernon, particularly for youth and the aging population. This will include a focus on accessibility for the transit system so that residents with special needs and/or mobility impairments are able to use the system to participate in the community.
- 11.9 Ensure that transit takes a high priority in transportation planning and that routes and transit facilities are implemented as described and prioritised in the Transit Strategy of the Master Transportation Plan, including:
 - a. Aim to increase the percentage of all trips undertaken by transit to 2.5% by 2040.
 - b. Implement the transit routes and infrastructure identified and prioritised in the North Okanagan Transit Future Plan.
 - c. Undertake a Service Review for the Custom Transit Service with BC Transit.
 - d. Work cooperatively with BC Transit to implement online trip planner.
 - e. Implement an annual Bus Stop Improvement Program to improve facilities and accessibility, including constructing sidewalks and ramps enabling access to bus stops.
 - f. Implement ProPass or a similar discounted annual transit pass for commuters.
 - g. Review fare products, pricing and structures every five years to provide cost effective service and encourage ridership.
- 11.10 Ensure that pedestrian, cycling and trail facilities take a high priority in transportation planning and are constructed as described and prioritised in the Pedestrian and Bike Master Plan and the Parks Master Plan. In addition, the following are intended actions:
 - Aim to increase the percentage of all trips made by walking to 12.5% by 2040.
 - b. Aim to increase the percentage of all trips made by cycling to 5% by 2040.
 - c. Create a pedestrian policy that adopts the philosophy of 8-80 cities and Complete Streets for the planning, designing and maintaining of accessible pedestrian and bike facilities.
 - d. Seek to increase community connectivity for pedestrians and cyclists through the provision of connectors between roads, cul-de-sacs, sidewalks and all classes of trails.
 - e. Develop a program to review traffic signals detection systems and timing plans to determine upgrades and identify locations suitable for automated pedestrian push buttons and pedestrian lead intervals.
 - e. Implement an annual program to enhance crosswalk and cycle crossings to improve safety, accessibility, signing and lining treatments.
 - f. Revise the Traffic Bylaw in terms of designating corridors and facility types as suitable for use by small wheeled modes of transport (e.g. children's bikes, scooters, skateboards, rollerblades and longboards).
 - g. Ensure all pedestrian and cycling facilities, including trails under the City of Vernon's control, are adequately maintained and cleared of gravel, snow and other debris as prescribed by City bylaws and policies.

- h. Support the RDNO Grey Canal Trail system in Vernon through the development and building application process; whenever possible, ensure that the trail right of way is secured on behalf of the RDNO.
- Provide connections to the RDNO Grey Canal Trail system in Vernon through the development and building application process, where feasible and with due consideration of grade and adjacent land use.
- Review the Zoning Bylaw in terms of vehicle and bicycle parking requirements and end of trip facilities.
- k. Implement a "Bike Friendly Business" Program.
- I. implement bike parking, support bike sharing programs and bike stations.
- I. Continue to work with community groups and School District #22, the Interior Health Authority and other stakeholders to foster a culture of walking and cycling.
- 11.11 Ensure that Transportation Demand Management measures and initiatives take a high priority in transportation planning. A target of 20% for walking, cycling and transit mode share has been set for 2040 to further encourage the use of alternative forms of transportation. To achieve this, the City shall:
 - a. Aim to reduce the percentage of all trips undertaken by single occupant vehicles to 62% by 2040.
 - b. Aim to increase the percentage of all trips made by carpooling to 17% by 2040.
 - b. Seek funding and program partners to provide a variety of safety and awareness programs for all modes of transportation.
 - c. Work cooperatively with community and business stakeholders, Safe Communities, School District #22, BC Transit and the Interior Health Authority to promote community awareness and provide education materials and programs regarding transportation options and community health.
 - d. Implement a Workplace Travel Plan for City of Vernon to reduce commuting and work related automobile trips at all worksites to show leadership in the community.
 - e. Support and promote employer based automobile trip reduction programs.
 - f. Ensure that carpooling is facilitated, promoted and encouraged through the continued support of a regional rideshare matching program and provide support to employers wanting to coordinate carpools.
 - g. Encourage carpooling among those attending recreational and cultural programs and major community events that are typically associated with parking shortages.
 - h. Continue to implement and expand the School Travel Planning program.
 - Explore ways to accommodate cooperative car networks or the provision of cooperative vehicle options for new development, subject to a transportation impact assessment and operational plan, to be provided by the applicant.
 - Review the parking regulations in the Zoning Bylaw regularly to ensure that parking required as part of new development is consistent with anticipated demand.
- 11.12 Implement the recommended actions of the City Centre Neighbourhood Plan Parking Implementation Strategy, including:
 - a. Develop a cash in-lieu of parking policy.
 - Work with employers to develop Workplace Travel Plans.

- c. Review the Zoning Bylaw in terms of enabling shared parking, carsharing clubs and carpool parking and review parking requirements and the implications of Workplace Travel Plans.
- d. Evaluate new technology changes and upgrades to parking/enforcement infrastructure.
- e. Continue to enforce parking regulations to ensure that parking designated for short term use in business districts is not used for long term parking and that spill-over parking into residential neighbourhoods is managed.
- f. Maintain the inventory of public parking facilities and monitor on-street parking occupancy.
- g. Develop a branding image to improve directional signs to/from parking facilities as part of City wide wayfinding.
- h. Develop programs and marketing to improve information and public relations.
- i. Develop a system for investment of parking revenue into parking initiatives, streetscape upgrades and projects to reduce parking demand.





Date: 2/15/2016

Long Term Improvements - 11 to 25 years (2026 to 2040)

Official Community Plan

