



BOLDLY GO
LEAVE YOUR AUTO



Final Report

— 2018 —

CRD

Making a difference...together

Overview

Program

People Power, a successful 2-year pilot program, supported residents to safely walk, roll and cycle more often through 16 diverse capacity-building projects and initiatives delivered in partnership with local institutions and non-profits.

The Capital Regional District (CRD) used a “collective impact” approach to harness the skills, knowledge and networks of partner organizations to encourage use of active transportation for commuting and recreation.

The project purpose was to support behaviour change in order to deliver on the CRD’s Regional Transportation Plan objective of increasing use of sustainable transportation. By encouraging more people to use active transportation, People Power helped shift transportation modal split, reduce congestion, improve transportation safety, enhance sense of belonging, create community connections, improve physical literacy, reduce community isolation, protect air quality and reduce greenhouse gas emissions.

Program Goal

To encourage, motivate, and support residents of the Capital Region to cycle, walk and roll more often.

Coordination and Oversight

In addition to the CRD’s role in program coordination, two committees were formed to support successful project delivery:

Program Delivery Network

- Composed of project leaders from each participating organization
- Met 4 times a year to share experiences and discuss opportunities

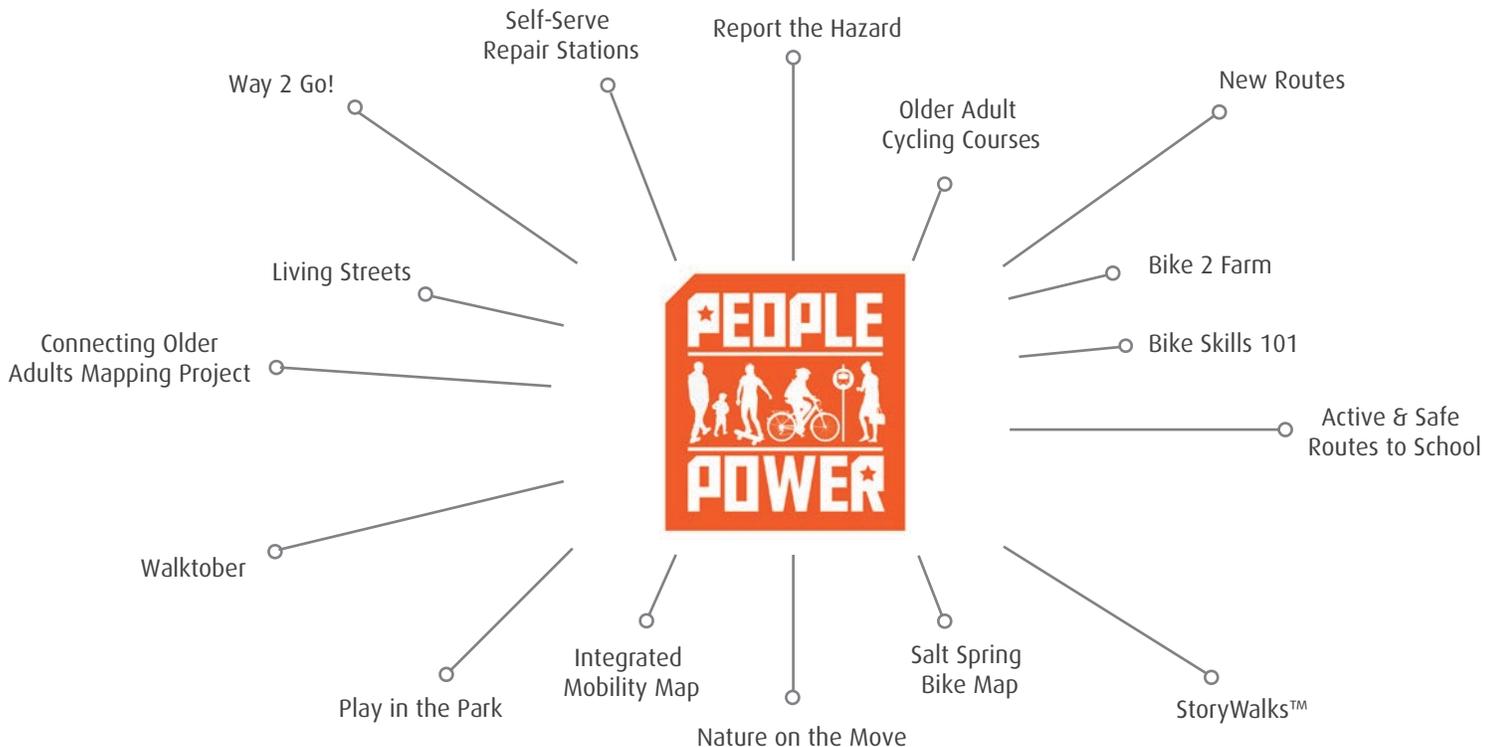
Program Advisory Committee

- Composed of subject matter experts, municipal staff and funding agencies
- Met 2 times a year to provide program advice and support

The program was made possible with support from our funders:



Collective Impact



Collective Impact Approach

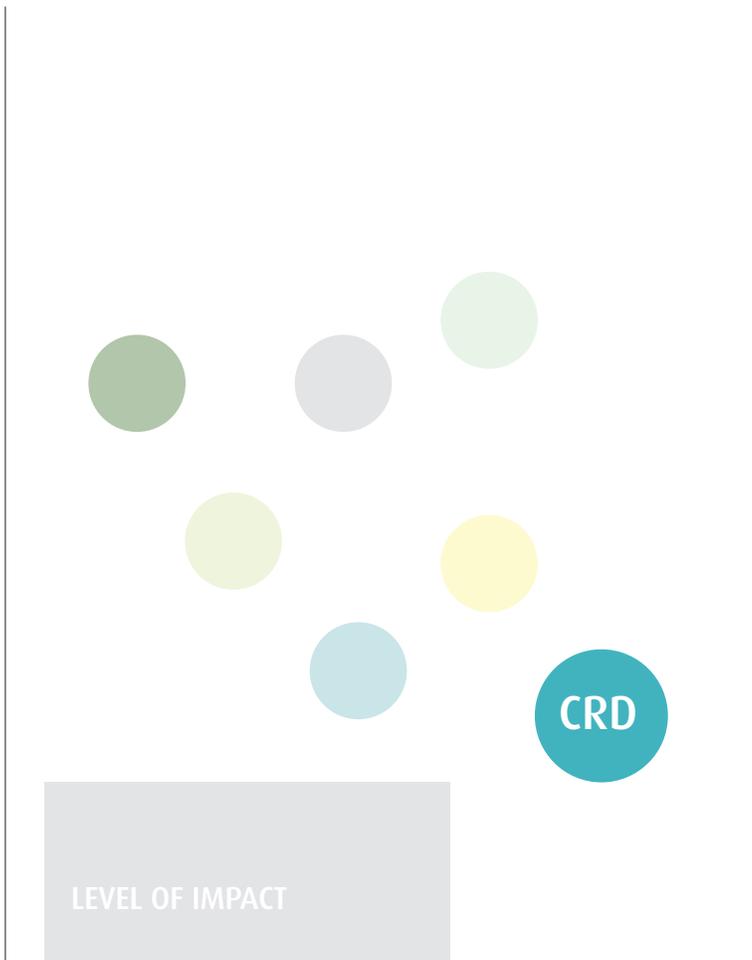
- Advances solutions through intentional partnerships that harnesses shared momentum, skills and knowledge
- Works across jurisdictions to strategically solve a challenge using a structured form of collaboration

Criteria for effective collective impact approach:

- Backbone organization
- Common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communication

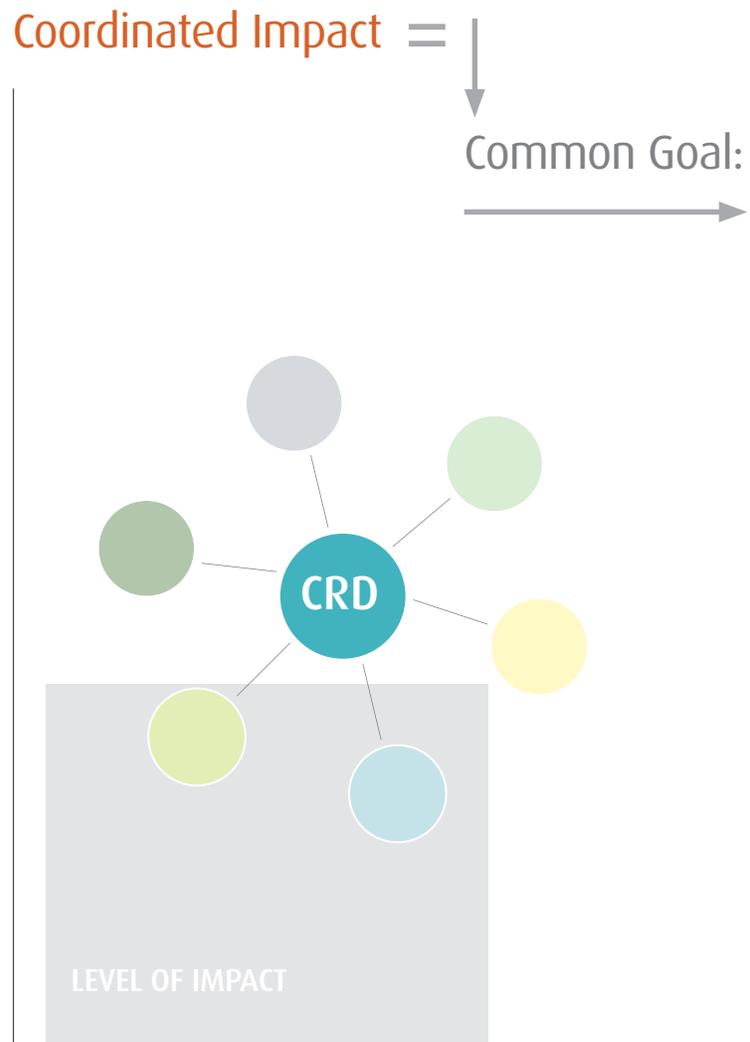
Collective Impact Process

Individual Impact



Many organizations in the Capital Region are providing active transportation programs or working in a field where active transportation aligns with their overall objectives.

Coordinated Impact =



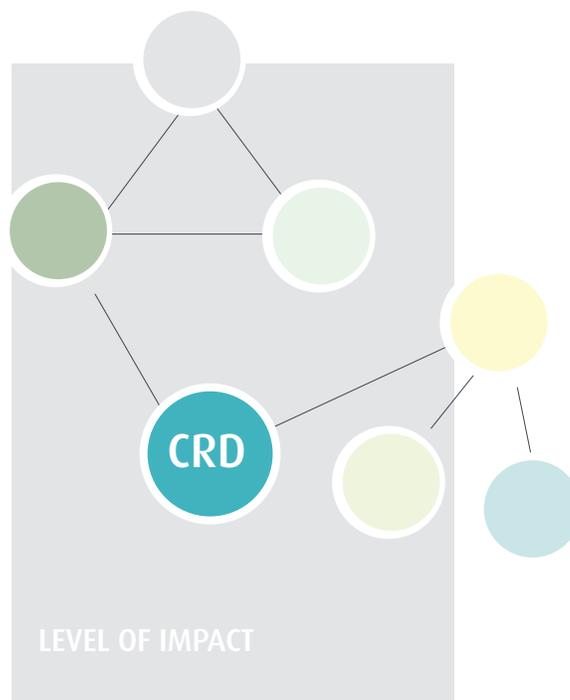
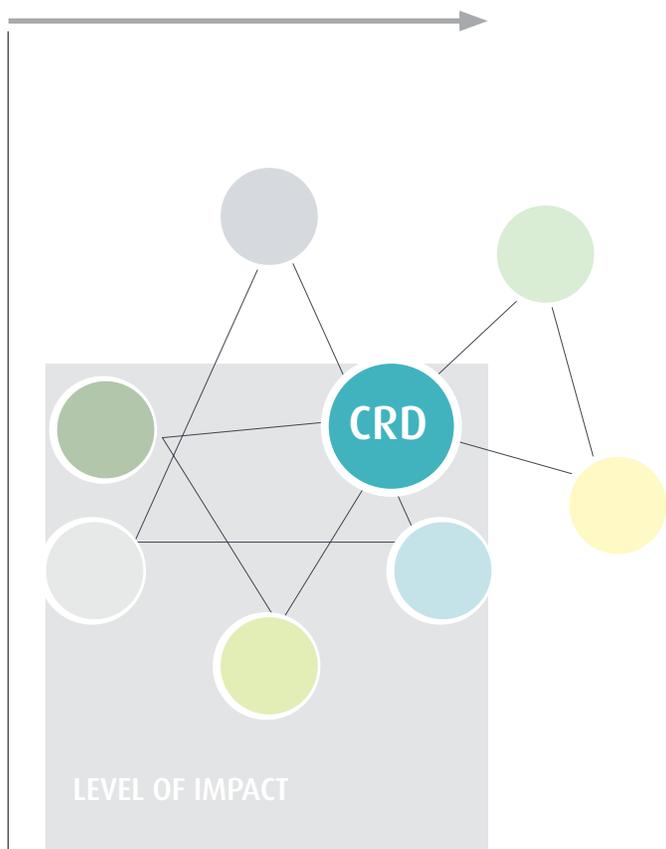
People Power invited these diverse organizations to undertake projects that align with the common goal of getting more people walking and cycling.

The CRD was the 'backbone organization', working with each organization to complete a project charter and initiate projects.

Collective Impact

Legacy Impact

To get more people walking and cycling as part of everyday life



Organizations were invited to quarterly Project Leader meetings and communication with the CRD and each other was encouraged.

These interactions spawned formal and informal relationships.

Beyond the People Power program, the partnerships developed will enable the programs to continue and grow, and to get more people walking and cycling as part of everyday life.

16 Projects



Who

Active & Safe Routes to School

Participants: elementary, middle and high schools (20 schools: full school travel planning process; 8 additional schools: special events and data collection activities).

Organizers: CRD in partnership with local governments, school districts and HASTe BC

What

A coordinated and strategic approach of data collection, planning and implementation to address infrastructure, behaviour, safety, and educational needs related to active school travel.

Why

To increase active transportation among students and their families for the daily trip to and from school.



Who

Bike2Farm

Participants: Youth age 10-21

Organizers: Capital Region Food & Agriculture Initiatives Roundtable (CR-FAIR), City of Victoria Recreation

What

A fun, active transportation tour of local food systems (farms, community gardens, edible boulevards, restaurants and groceries) learning about food security, route planning, and riding safely and courteously.

Why

To inspire youth and their families to buy local, eat healthy and cycle more often



Who

Bike Freedom

Participants: Adults 55+

Organizers: Bike to Work Week, Joyriding and BikeCyclers

What

A cycling education program tailored for older riders who want to cycle for recreation and fitness, but do not have the skills or confidence.

Why

To learn cycling skills in a supportive environment tailored to the needs, concerns and locations of older adults who currently do not have access to specialized cycling education.



Who

Bike Skills 101

Participants: Youth ages 10-14

Organizers: SEAPARC Recreation Centre

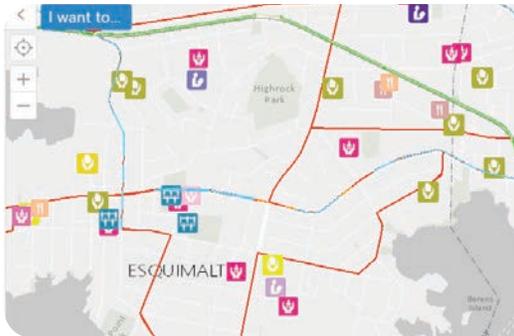
What

Teaching basic trail riding, safe route planning, injury prevention and cyclist etiquette. Build confidence for riding in an outdoor setting.

Why

To learn transferable skills which support cycling in everyday life in more rural areas.

“Without People Power, the mapping resource would never have been developed—nor improved as new funding became available.”



Who

Connecting Older Adults Map

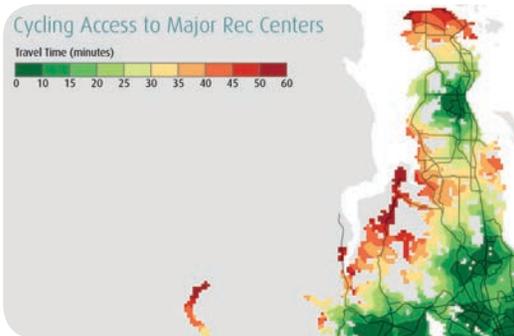
Participants: Older adults and their service providers
Organizers: CRD Health and Capital Planning

What

An online mapping tool to find places for recreation, lifelong learning, volunteering, support groups and social activities, along with accessible transportation options.

Why

To support social connection among older adults by providing information to them and their caregivers.



Who

Integrated Mobility Mapping

Participants: Local and regional land use planners
Organizers: CRD Regional and Strategic Planning

What

Mapping travel “time sheds” around recreation centres for pedestrians, cyclists and transit riders. Mapping can be expanded in future as a resource for municipalities, major employers and public sector agencies.

Why

To visually demonstrate how resident’s access to key destinations varies, based on transportation mode, throughout the capital region and to identify any critical transportation gaps.



Who

Living Streets

Participants: Residents and businesses
Organizers: Greater Victoria Placemaking Network

What:

A guidebook for hosting Living Street events: scheduled days when a community temporarily closes roads for community events. Includes public education, volunteer support and micro-grants for hosts.

Why

To encourage active transportation, informal social interaction and neighbourhood fun.



Who

Nature on the Move

Participants: Residents of all ages. Organizers: CRD Regional Parks

What

Guided cycling tours on the Galloping Goose, Lochside and E&N Regional Trails with trail etiquette and safety tips.

Why

To learn about the history, cultural and environmental features of the trails - as linear parks, recreational assets and transportation corridors.

“The energy created through the New Routes program led the Intercultural Association to identify the need among newcomer clients for programming that provides healthy outlets for physical activity and active transportation”



Who

New Routes - Active Transportation for Newcomers

Participants: Newcomers and immigrants of all ages
Organizers: Intercultural Association of Greater Victoria & Bike to Work Victoria

What

Bike skills courses, walking groups, New Canadian cycling handbook and the development of English language curriculum using active transportation content.

Why

To introduce New Canadians to safe and comfortable active transportation options that promote physical activity, social connection and community integration.



Who

Play in the Park

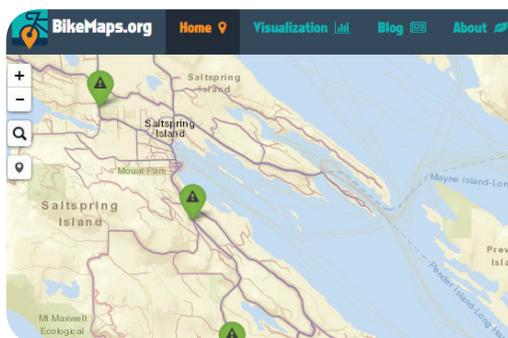
Participants: Families. Organizers: Panorama Recreation

What

Invitation to walk, bike or roll to free outdoor and active play in neighbourhood parks. Includes bike skills workshops, contests, interactive activities and displays

Why

To support families to be physically active in (and getting to) local parks.



Who

Report the Hazard

Participants: Cyclists in the capital region, particularly seniors
Organizers: BikeMaps.org

What

Raise awareness of the BikeMaps.org crowd-sourcing information tool. Provide data to municipal staff for evaluating active transportation infrastructure and maintenance issues.

Why

To better understand cycling infrastructure gaps and concerns in under-reported areas of the CRD.



Who

Salt Spring Island Cycling Map

Participants: Residents and visitors. Organizers: Island Pathways

What

Salt Spring Island Cycling map with information on routes, infrastructure and destinations.

Why

To promote cycling on Salt Spring Island for locals and visitors

Who
What
Why

Self Serve Repair Stations

Participants: Municipalities. Organizers: CRD
Installed 15 self-serve bike and skateboard minor repair stations at recreation centres, central business districts and parks across the region
Enable residents to feel more confident riding through different communities knowing they will have access to repair stations in case they need to make adjustments/repairs

StoryWalks™

Who
What
Why

Participants: Families. Organizers: West Shore Parks & Recreation
Poster boards with pages of illustrated children's books along user-friendly trails combines childhood literacy, nature and active transportation
To encourage walking in nature among the youngest residents and their families

Walktober

Who
What
Why

Participants: CRD residents. Organizers: Walk On! Victoria
An interactive walking challenge using fitness trackers to meet a daily walking goal for draw prizes
To celebrate walking as a healthy, sustainable form of transportation and to raise the profile of pedestrian issues

Way 2 Go!

Who
What
Why

Participants: Girls 7-15 yrs & their families. Organizers: Island Health
Educational campaign using powerful stories from girls and their families to shift attitudes and perceptions regarding active travel.
To increase knowledge of health benefits of active transportation and to encourage cycling, walking, rolling and taking public transit.



Walktober

Total steps

2017
14,941,529

2016
11,034,879

Total Kms walked

2017
11,385

2016
8,360





“Working together allowed us all to reach more people and expose them to alternate modes of transportation.” - BikeMaps.org

Program Reach

CRD

4,590 people

CRD + Partners

27,369 people



Legacy

The projects in the People Power program were designed to make a sustainable impact long after the funding is completed.



Continuance

From the seed funding provided by People Power, many organizations are continuing successful projects including Freedom 55+ cycling education, Active and Safe Routes to School, and Picnic in the Park.



Growth

Some projects grew beyond the original delivery and are being replicated through knowledge sharing and new partnerships. E.g., the public can now borrow StoryWalks packages from the Greater Victoria Library.



Curriculum

Educational curriculum was developed for a number of projects, which can be used in the future. This includes bicycle-themed English language curriculum and Nature on the Move bike tours.



Documents

A number of documents produced will continue to be used, including the Living Streets Handbook, Cycling Handbook and Drive-to-5 Toolkit.



Equipment

Active transportation equipment was acquired or installed through various projects. This includes a mobile skate park, bike and skateboard repair stations and bike racks.



Maps

A number of programs involved mapping, which will be used in future analysis, service delivery and encouraging walking and cycling. These include the Active and Safe Routes to School's Best Routes map, Connecting Older Adults map, integrated mobility mapping and the Salt Spring Island cycling map.



Research

The People Power projects contributed local, original research related to active transportation. This included the results of the Way2Go! focus groups, Active and Safe Routes to School parent surveys, and the analysis of municipal bylaws to identify barriers and support of active transportation infrastructure.



Changing organizations

A number of organizations are now encouraging active travel to their events. E.g., CRFAIR, StoryWalks and Play in the Park are incorporating active transportation travel information in their event promotion.



Sustainable relationships

A key outcome of a successful collective impact approach is developing sustainable partner relationships that no longer require the central coordinating body. Many participating organizations identified how they will work together in the future.



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