



SLOW STREETS VANCOUVER

STEP ONE | ENGAGEMENT SUMMARY

MAY - OCTOBER 2020

CONTENTS

PART ONE: OVERVIEW	2
BACKGROUND	2
Rollout: May – August 2020	3
ENGAGEMENT & OUTREACH	4
Key Findings	5
How we are using public feedback.....	6
Selected Quotes	8
NEXT STEPS.....	8
PART TWO: DETAILED REPORT	9
WHO WE HEARD FROM.....	9
Demographic Overview	9
Transportation Overview.....	11
Travel Mode and Frequency.....	12
WHAT WE HEARD	14
High Level of Support for the Initiative.....	14
Comfort and Safety while Walking, Cycling & Rolling	15
Room for Improvement	16
APPENDIX A	17
Level of Support based on Travel Mode and Travel Frequency along Slow Streets	17
Level of Support based on Various Travelling Purposes	18
Level of Support based on Neighbourhoods	18

PART ONE: OVERVIEW

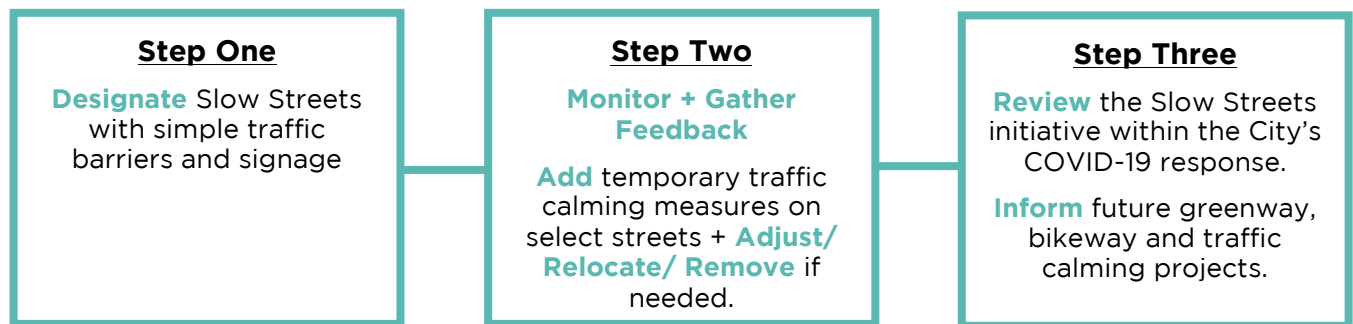
To help residents physically distance and mitigate the risk of COVID-19 to our communities, we are re-shaping how we use our streets and public spaces.

Slow Streets is one initiative that provides opportunities for walking, rolling and cycling and makes it easier for people to exercise and access businesses in their neighbourhoods.

With the continued need for physical distancing due to COVID-19, the City is continuing initiatives that provide additional space for people to exercise and access services. We anticipate that many Slow Streets will be in place through 2021.

Under typical circumstances, changes to the streets are implemented following consultation with the community. Over the last few months, as we have mobilized quickly to respond to the pandemic. We have shifted our approach to use a ‘try, learn and adjust’ approach and are installing changes using temporary materials.

The City of Vancouver is conducting a three-step implementation and engagement process for Slow Streets. This report summarizes feedback from Step One.



BACKGROUND

Since May 2020, as part of Step One, we have installed about 40 kilometres of Slow Streets with barriers and signs. The signage encourages people driving to go slow, use the streets for local access only, and watch for other users.

We've designated Slow Streets routes:

- Along existing greenways and local streets with no impact to emergency vehicle access, transit and minimal parking changes.
- Based on several criteria including traffic volumes, existing traffic signals to cross busier streets, equity and access to green-spaces like parks.
- To provide segments that can be part of a healthy walk, connect with other segments for a longer run or bike ride and link to other public life recovery projects like pop-up plazas and open spaces like parks.

In the summer and fall of 2020, we gathered feedback about Step One and staff have used public input to make adjustments, plan the next step of Slow Streets traffic calming upgrades, and inform longer-term opportunities for these routes.

Rollout: May – August 2020

Timeline	Slow Streets Corridors
Prototype 2km <i>May</i>	Kits Point – Routes around Kitsilano Beach <ul style="list-style-type: none"> • Arbutus Street from Cornwall Avenue to McNicoll Ave • Ogden Avenue from Maple Street to Chestnut Street • Chestnut Street from Ogden Avenue to Cornwall Avenue
Wave 1 12km <i>May 22</i>	<ul style="list-style-type: none"> • Wall Street • Lakewood Drive • Gladstone Street from Vanness Avenue to E 36th Avenue • E 36th Avenue from Gladstone Street to Dumfries Street • E 37th Avenue from Dumfries Street to Cambie Street
Wave 2 7km <i>May 29</i>	<ul style="list-style-type: none"> • Keefer Street from Gore Avenue to Campbell Avenue • Princess Avenue from Keefer Street to Atlantic Street • Windsor Street from E 37th Avenue to E 41st Avenue • Inverness Street from E 41st Avenue to E 51st Avenue • E 51st Avenue from Inverness Street to Ontario Street
Wave 3 4km <i>June 5</i>	<ul style="list-style-type: none"> • Charles Street from McLean Drive to Slocan Street • Kitchener Street from Slocan Street to Lillooet Street • Lillooet Street from Hastings Park to Sunrise Park
Wave 4 5km <i>June 21</i>	<ul style="list-style-type: none"> • W 14th Avenue from Main Street to Alder Street • W 18th Avenue from Main Street to Heather Street • W 13th Avenue from Alder Street to Granville Street (which connects to a pop-up plaza at W 13th Avenue and Granville Street) • Alder Street from W 14th Avenue to W 7th Avenue • W 7th Avenue from Alder Street to Laurel Street • Heather St from W 22nd Avenue to W 14th Avenue
Wave 5 10km <i>August 10</i>	<ul style="list-style-type: none"> • Woodland Drive from Charles Street to E 15th Avenue • E 15th Avenue/ E 14 Avenue/ E 13th Avenue from Woodland Drive to St. George Street • St. George Street from E 8th Avenue to E 13th Avenue and E 27th to E 31st Avenue • E 8th Avenue from St. George Street to Glen Drive • Glen Drive/ Windsor Street from E 8th Avenue to E 27th Avenue • E 27th Avenue from Windsor Street via pop-up plaza to St. George Street • E 31st Avenue/ E 30th Avenue from Ontario Street to St. George Street • Ontario Street from E 30th Avenue to E 33rd Avenue

[Download Slow Streets Network Map \(PDF\)](#)

ENGAGEMENT & OUTREACH

A communications outreach plan was developed to support implementation by ensuring public awareness of the initiative, timeline, and opportunities for input. Specific tactics are highlighted below:

City's news releases: May 25, June 12 and 23, July 8, August 14 and 19, September 24 and 25, October 26. Learn more at vancouver.ca/news-calendar/news.

Barriers and road signs: Simple traffic barriers (orange and white) with Slow Streets signage were installed to encourage people driving to go slow, use the streets for local access only, and watch for other users.

Posters: 22 eye-level signs were installed along Slow Streets, targeting people walking, cycling, or rolling in the area to promote the initiative.

Social media: Organic and paid content were posted on the City's Facebook, Instagram, Twitter and LinkedIn platforms. The social media posts had over 5,000 engagements (shares, comments etc.) and about 198,000 impressions.¹

Consultation web page: Dedicated project pages (vancouver.ca/slow-streets and shapeyourcity.ca/slow-streets) were created to share information about the initiative and opportunities to provide feedback.

Earned media: A total of 69 unique pieces of coverage were identified across all media formats (8 print and online, 1 print, 37 web, 5 TV and 11 radio), during the period of May to October, 2020.

2020 Active Transportation Promotion Campaign: It's Time to #WalkBikeRoll

The City staff worked with TransLink, HUB, Mobi by Shaw go (public bike share), and B.E.S.T to grow awareness and reach for Slow Streets and other recent transportation upgrades, via social media posts, transit shelter advertisements, and [two campaign videos](#).²

Before implementation, staff reviewed and refined the Slow Streets initiative plan with operational partners and Vancouver Park Board. Additionally, staff met virtually with the Persons with Disabilities Advisory Committee and the Seniors' Advisory Committee to seek feedback.

This Engagement Summary analyzes 1,942 survey responses that were completed between August to October 2020. The survey was available online on the City's new platform at [Shape Your City](#). This Engagement Summary also includes the feedback of those who called and/or wrote to the City via email, 3-1-1 or VanConnect.

In August 2020, we also more broadly asked about people's experiences with the City's mobility and public life COVID-19 initiatives through an online Talk Vancouver survey. Over 80% of participants felt their experience using the Slow Streets was "positive" or "very positive". A full summary of these survey results can be found at shapeyourcity.ca/making-streets-for-people.

¹ Impressions refers to the number of times an ad or message was seen or heard.

25 Twitter posts: 2,451 Engagements, 113,124 Impressions; 6 Facebook posts: 21,017 Impressions, 799 Engagements; 4 Instagram posts: 52,196 Impressions, 1,478 Engagements; LinkedIn: 11,627 Impressions, 464 Engagements

² 11 posts on Walk Bike Roll Facebook, 4 posts on COV Facebook, 5 posts on COV Instagram, 10 posts on COV twitter, 10 bus shelter advertisements 3 SkyTrain platform posters

Key Findings

- Demographic snapshot of 1,942 survey responses: Most of the survey participants lived in Vancouver; 75% either live or work in the neighbourhood with Slow Streets nearby and 25% didn't have a Slow Streets route nearby but were still interested in providing feedback.
- As Slow Streets were mainly installed on the east side of Vancouver, it is not surprising that there was over-representation from people living in north-east areas of the city, people with European ethnicity, people with higher incomes and people 30-65 years of age.
- We received a high level of public support for the initiative, with over 70% of survey participants 'liking' or 'really liking' the initiative, and under 25% expressing a negative sentiment.
- Support for the initiative varied by all gender and age categories, neighbourhood, all modes of travel, and purpose of travel. Relative to overall percentages, levels of support were:
 - Higher among people who walk or bike more than once a week on Slow Streets.
 - Higher among people who use Slow Streets for recreation, and accessing essential services or businesses.
 - Lower among people who frequently drive and people who take transit.
- More than half of the participants noted that:
 - The initiative has improved their ability to maintain a physical distance while walking (including running and using wheelchair or other assistive device) and cycling (including Mobi), skateboarding or using push scooters.
 - They feel safer and more comfortable sharing space with other people travelling by different modes.
- Many participants supported ideas that help prioritize walking, cycling and rolling along Slow Streets including: adding traffic calming measures to lower motor vehicle volumes on the streets (e.g. diverters), lowering motor vehicle speeds and connecting Slow Streets to public spaces.
- Those who supported the initiative expressed the following suggestions to improve the initiative:
 - Interest in expanding Slow Streets network
 - Additional interventions that prioritize walking, cycling and rolling
 - Using more durable barriers and making the initiative more permanent
 - More public outreach and engagement; adding more road and educational signs
- Those opposed to the initiative commented:
 - That the barriers were too easy to move and protection for people walking and cycling was limited
 - Some people believed that the initiative is unnecessary and made driving more difficult; general concerns around traffic flow and challenging turning movements

How we are using public feedback

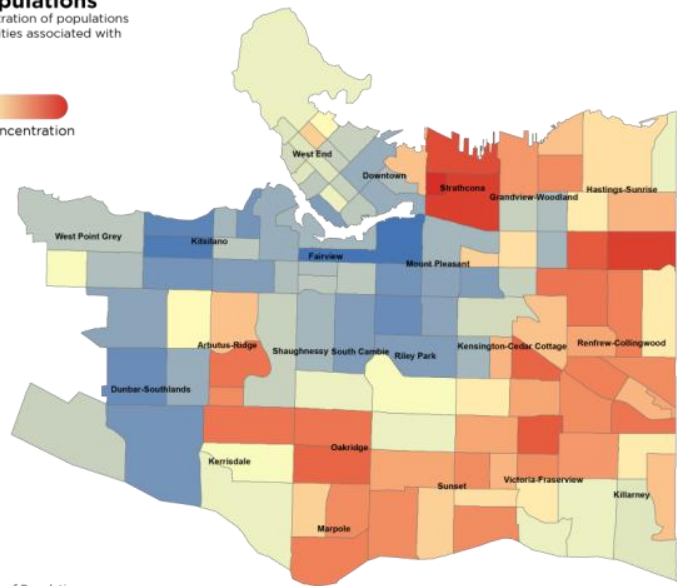
Table 1 - How can we improve the Slow Streets initiative and other comments

Themes	Staff Responses
<ul style="list-style-type: none"> Need for more awareness and educational signage about the initiative 	<p>Eye-level signs were installed along Slow Streets, targeting people walking, cycling, or rolling in the area to promote the initiative.</p> <p>Additionally, educational signs with project details are being installed at temporary traffic calming upgrade locations.</p>
<ul style="list-style-type: none"> Need for durable barriers Concerns related to maintenance 	<p>City crews are maintaining and replacing damaged or misaligned signs and barriers where possible given other competing resource needs during COVID. Staff are monitoring maintenance needs and will reassess the materials based on the future of this initiative.</p>
<ul style="list-style-type: none"> Need for more consultation and public involvement 	<p>Under typical circumstances, changes to the street are implemented following consultation with the community. Over the last few months, we have mobilized quickly to respond to the pandemic and shifted our approach to use a 'try, learn and adjust' approach. We are installing changes using temporary materials that can be adjusted if needed.</p> <p>Given the need for physical distancing, this also meant that our engagement options were limited. Public input through online surveys, emails and 3-1-1 or VanConnect is helping us make adjustments and inform longer-term opportunities for these routes.</p>
<ul style="list-style-type: none"> Expand the Slow Streets Network Suggestions for specific blocks or short stretches to be added under Slow Streets Network 	<p>Slow Streets are planned along residential streets and local bikeways using several factors including: traffic volumes, existing traffic signals at busier streets, equity and access to green space and community amenities, and connecting with other segments for a longer run or bike ride (see <i>BACKGROUND section on page 3</i>). Slow Streets installed as part of Step One, were informed by reviewing areas where concentrations of populations with intersecting identities are associated with systematic disadvantages, as well as proximity to parks and park facility membership (see</p>

Disproportionately Impacted Populations

Index showing concentration of populations with intersecting identities associated with systemic disadvantage

Low to High Concentration



Data source: 2016 Census of Population

Variables used: Visible Minority, Indigenous Identity, Rent Burden, Household Income, Single Parent Family, Limited English, Seniors

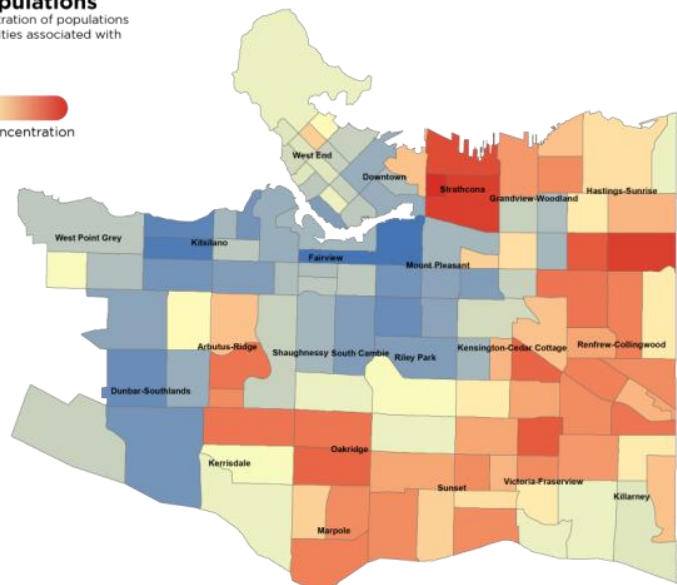
Figure 1).

Due to the current health crisis, there are limited materials and resources available and we are unable to designate specific blocks or short stretches of roadway as Slow Streets.

Disproportionately Impacted Populations

Index showing concentration of populations with intersecting identities associated with systemic disadvantage

Low to High Concentration



Data source: 2016 Census of Population

Variables used: Visible Minority, Indigenous Identity, Rent Burden, Household Income, Single Parent Family, Limited English, Seniors

Figure 1 - Disproportionately Impacted Populations

Variables Considered:

Visible Minority, Indigenous Identity, Rent Burden, Household Income, Single Parent Family, Limited English, Seniors.

- Make the initiative more permanent
- Suggestions to improve safety and comfort for

We anticipate that many Slow Streets will be in place through 2021.

In fall 2020, we implemented temporary traffic calming measures on selected routes. Traffic calming measures help

<p>people walking, cycling and rolling</p> <ul style="list-style-type: none"> Suggestions for traffic calming in the neighbourhood 	<p>reduce motor vehicle volumes and make these routes more comfortable for walking, cycling and rolling. Read more about these measures in the Slow Streets Supplemental Design Guide.</p> <p>In summer 2020, Council approved preliminary funding for a new Neighbourhood Traffic Calming Program and staff are developing a process to pilot in select neighbourhoods. As this program is further developed, there will be opportunities for broader neighbourhood scale traffic calming initiatives.</p>
<ul style="list-style-type: none"> Comments that the initiative is unnecessary and made driving more difficult 	<p>Slow Streets provide additional space for physical distancing in neighbourhoods across Vancouver. Given current COVID-19 conditions and ongoing guidance to limit gatherings and social interactions, walking and cycling continue to be recommended forms of outdoor activity and the City is supporting creating additional space through initiatives like Slow Streets.</p> <p>In Step One, with simple signs and barriers, local access is maintained for people driving. The barrier and sign provide a visual reminder to travel slow and watch for people walking, cycling and rolling. We thank people driving on Slow Streets for travelling with care.</p>

Selected Quotes

"Add more! It has been so helpful for physical distancing and I think it encourages people to use their local community"

"Get rid of them!"

"Better signage to improve motor vehicle understanding of slow streets initiative"

"The signs are good, but placement varies. Sometimes they aren't well visible. It also causes car traffic to move faster."

"Adding more permanent barriers so people can't just move them out of the way"

"More of them! Keep them around!"

"Really like that this is an evidence-based approach to keeping family neighbourhoods safe. Thank you!"

"Don't put a large barrier on a narrow street. Local traffic isn't able to safely turn on to it. not everyone is a cyclist"

"It has CHANGED the game for my cycling and exercise."

NEXT STEPS

In fall 2020, we implemented "Step 2 - temporary traffic calming measures" on selected routes. Traffic calming measures help reduce motor vehicle volumes and make these routes more comfortable for walking, cycling and rolling. Read more about these measures in the [Slow Streets Supplemental Design Guide](#).

We're asking for public feedback about how these changes are working:

- Using input from residents and businesses, we'll continue to make adjustments at key locations.

- Public input will help us make adjustments and inform longer-term opportunities for these routes.
- We will continue to monitor Slow Streets and anticipate that other routes and traffic calming upgrades will be in place through 2021.

PART TWO: DETAILED REPORT

WHO WE HEARD FROM

Demographic Overview

It is important for us to understand the demographics of who we are hearing from through the online survey. We asked demographic questions related to income, where participants live, ethnicity, gender identification, and age and then compared the demographic results with 2016 Census data to see where there was over or under-representation in survey participants.

Area of Residence and Work

96.3% of participants lived within Vancouver with higher number of people living closer to Slow Streets in the north-eastern part of the city, including routes like Wall Street, Lakewood Drive, Charles Street (see *Figure 2*).

- 74% live (own and rent) in a neighbourhood with a Slow Street nearby
- 13% work in a neighbourhood with a Slow Street nearby
- 25% do not have a Slow Street nearby but were interested in providing feedback

Gender Identification and Age

Participants were more likely to identify as female (46%) than male (43%); 10% identified as transgender or other, and 1% of respondents preferred not to say. A diverse range of ages was represented with over-representation from 30 to 65 or older years and under-representation of people under the age of 29, especially those 19 and younger. (see *Figure 3*).

Ethnicity and Household Income

Many of the survey participants identified as Canadian(54%) and European (e.g. British Isles, German, French, Greek, etc.) (41%). The percentage of survey participants varied depending on household income bracket; showing under-representation of lower income brackets, especially those with income under 40K (see *Figure 4*).



Slow Streets Step One - General Survey - Engagement Summary

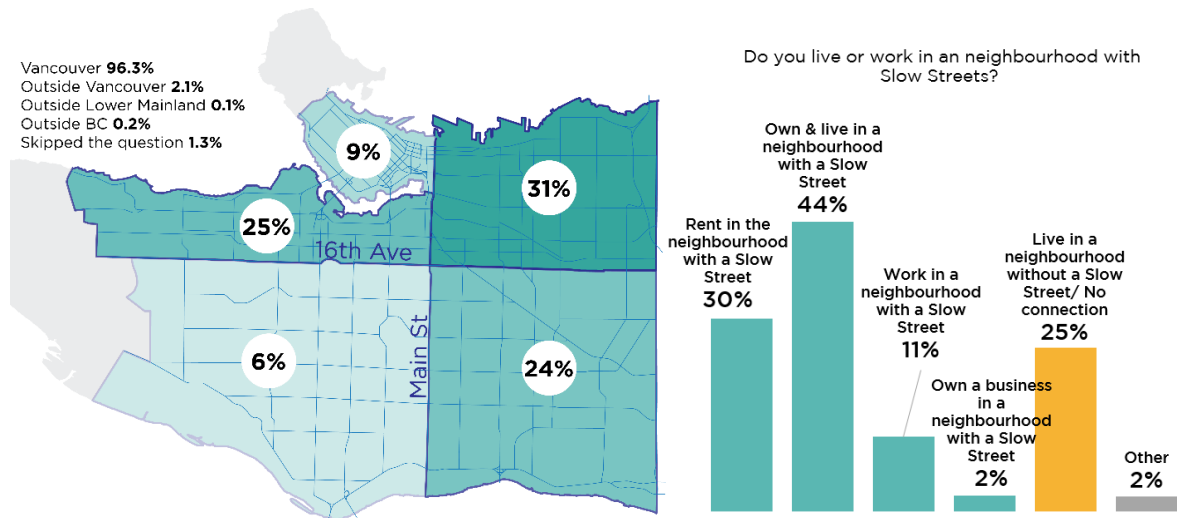


Figure 2 - What is your postal code? (left)³; Do you live or work in a neighbourhood with Slow Streets? (right)³

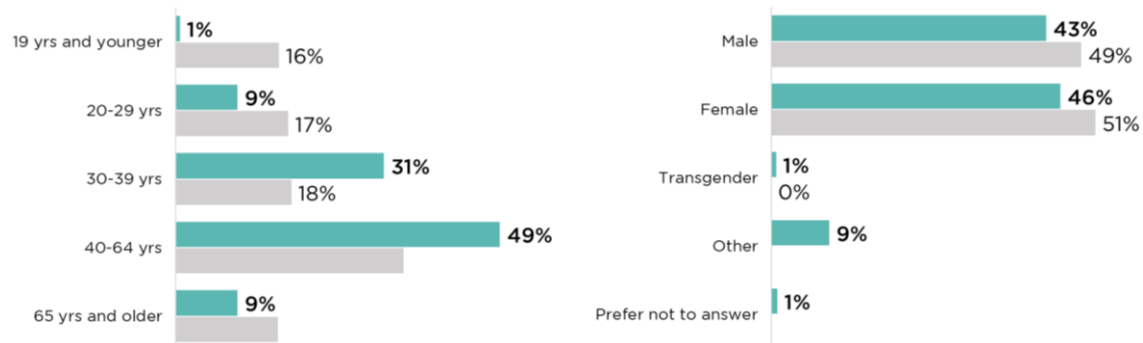


Figure 3 - What is your age? (left)³; Do you identify as? (right)³

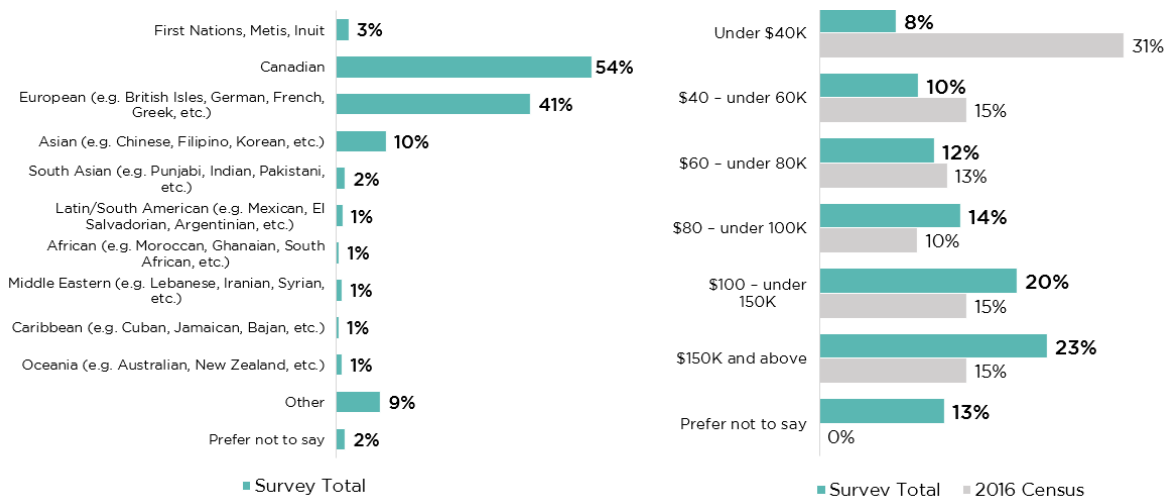


Figure 4 - What do you consider your main ethnic origin or that of your ancestors (parents, grandparents)? (left)³; Which of the following categories best describes your total household income before taxes? (right)³

³Based on all 1942 survey responses.

Transportation Overview

Many participants reported Lakewood Drive as their most used Slow Streets, followed by Wall Street in the north-east areas of Vancouver.

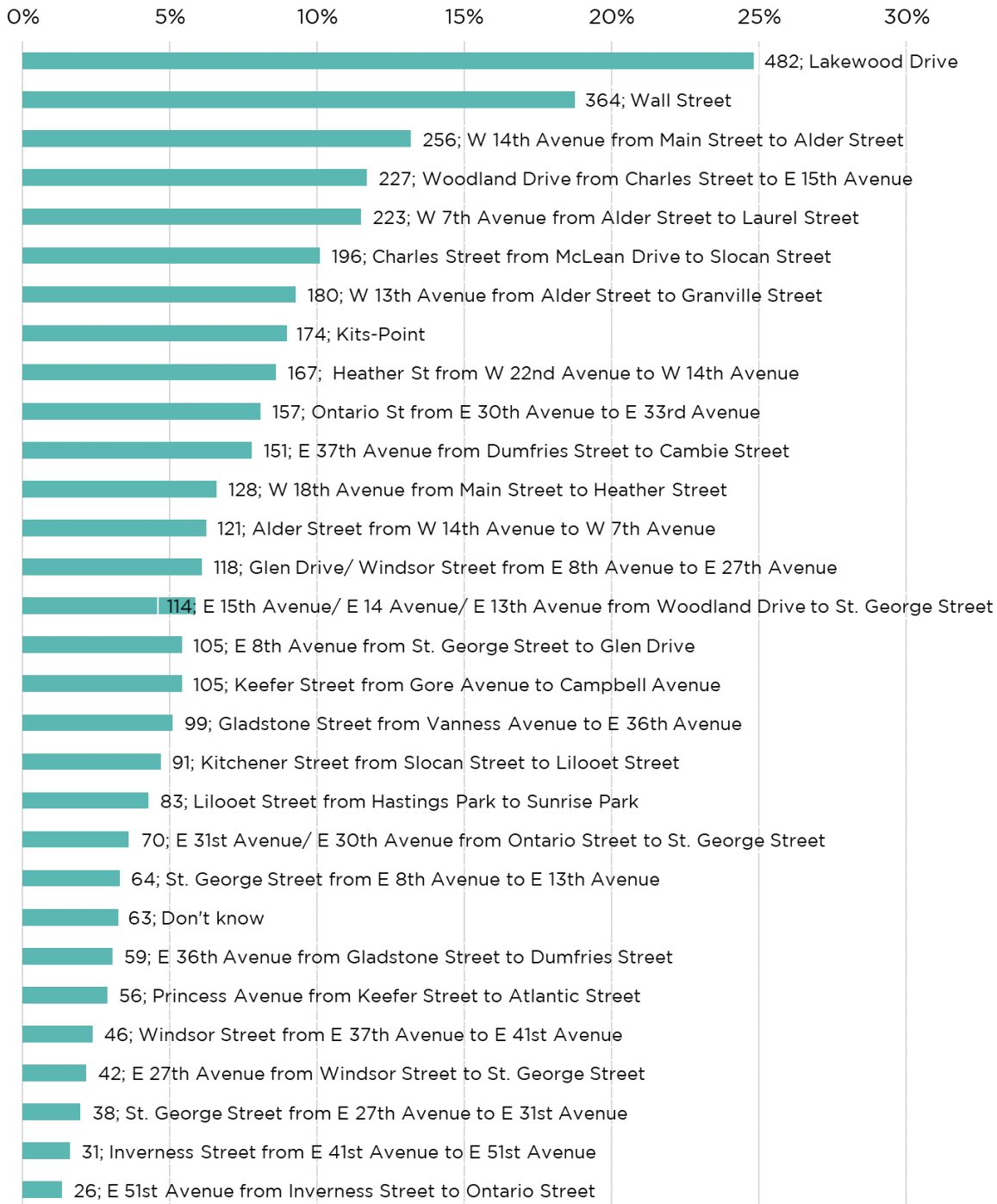


Figure 5 - Which Slow Street(s) do you use the most? (Select up to three)⁴

⁴ Based on all 1942 survey responses.

Travel Mode and Frequency

The report showed that people travelled along Slow Streets using a wide variety of travel modes and for various purposes.

- 69% walk on Slow Streets routes once a week or more (41% indicated they walk along it once a day or more)
- 56% bike on Slow Streets routes once a week or more (22% indicated they biked along it once a day or more)
- 49% travel using personal vehicle (drive or passenger) on Slow Streets routes once a week or more (24% indicated they drove along it once a day or more)
- Many participants use Slow Streets for recreation (70%), accessing essential services (53%) and essential local businesses (52%)
- More than half of the participants travel with adults and 26% with children from the same household; 29% with friends from other household

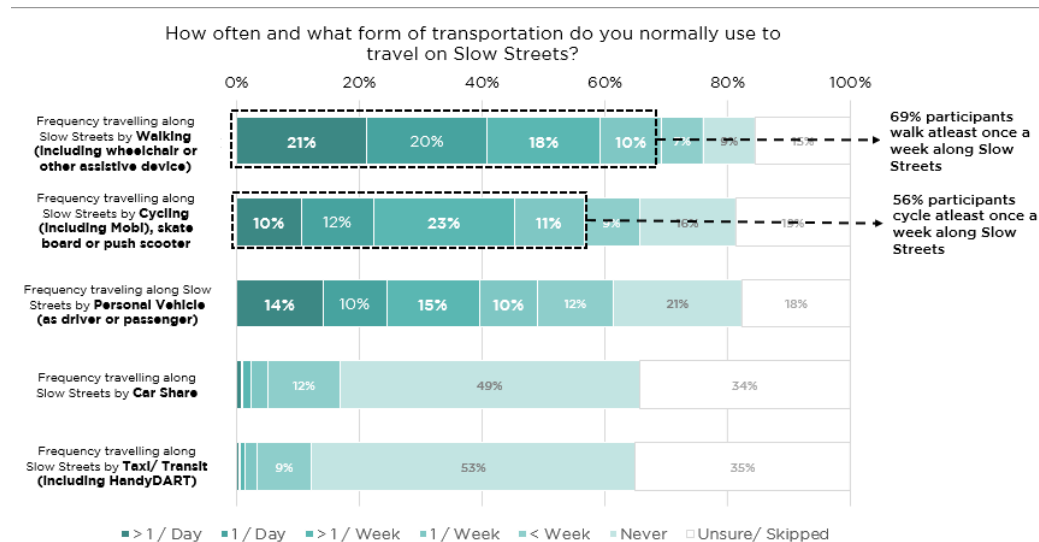


Figure 6 - How often and what form of transportation do you normally use to travel on Slow Streets?⁵

⁵ Based on all 1,942 survey responses.

Slow Streets Step One - General Survey - Engagement Summary

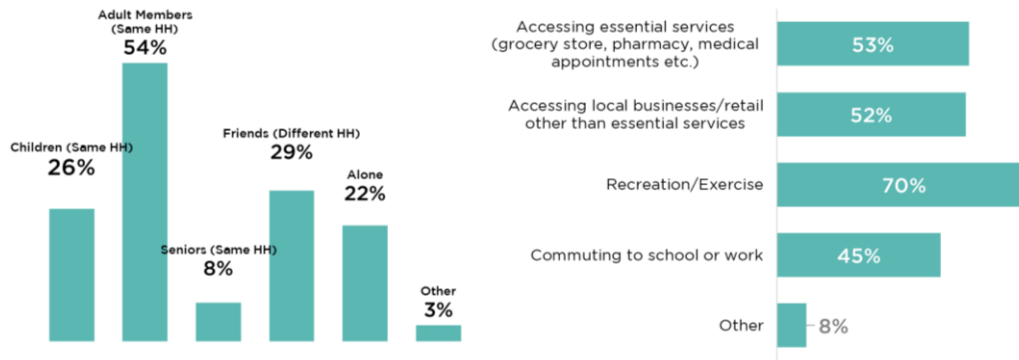


Figure 7 - Who are you using Slow Streets with? (left); How do you use Slow Streets? (right)⁵

WHAT WE HEARD

High Level of Support for the Initiative

The initiative received high levels of support from the public, with more than 70% of survey participants 'liking' or 'really liking' it, and less than 25% expressing a negative opinion by 'disliking' or 'really disliking' it.

A detailed analysis for the 'level of support' for the Slow Streets initiative based on age, gender, mode of travel and frequency, purpose of travel and neighbourhood is shown in *APPENDIX A*.

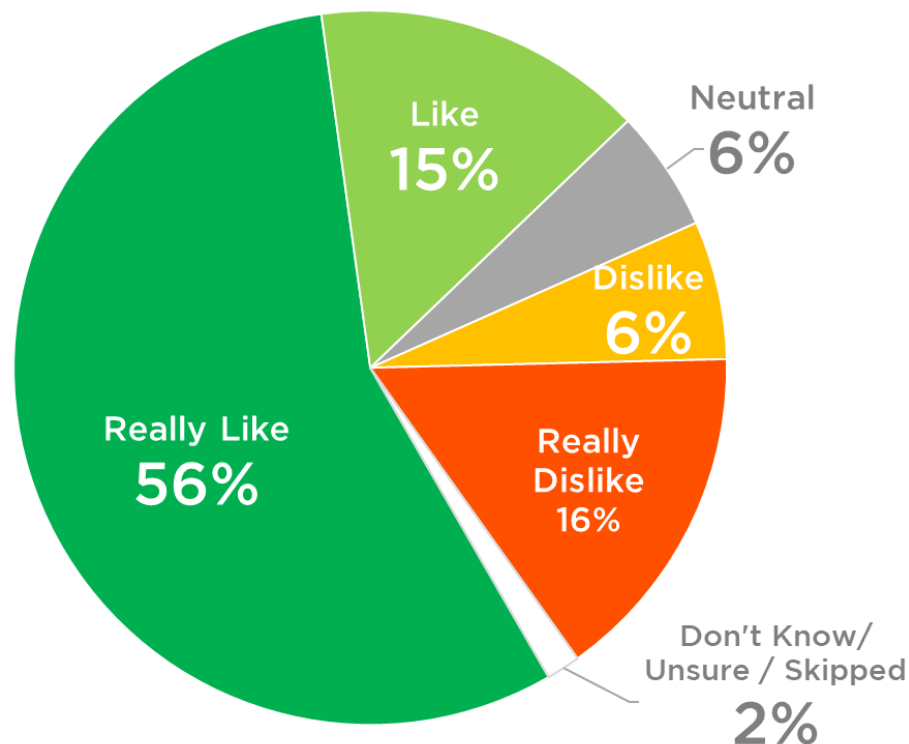


Figure 8 - How do you feel about the Slow Streets initiative?⁶

The initiative also received support from stakeholder groups, including:

- Operational partners like Vancouver Park Board, Vancouver Police Department and Vancouver Fire Rescue Services.
- Citizen advisory committees, including committees representing Transportation, Persons with Disabilities and Seniors.
- Transportation advocacy groups including HUB Cycling and Better Environmentally Sound Transportation (B.E.S.T).

⁶ Based on all 1,942 survey responses.

Comfort and Safety while Walking, Cycling & Rolling

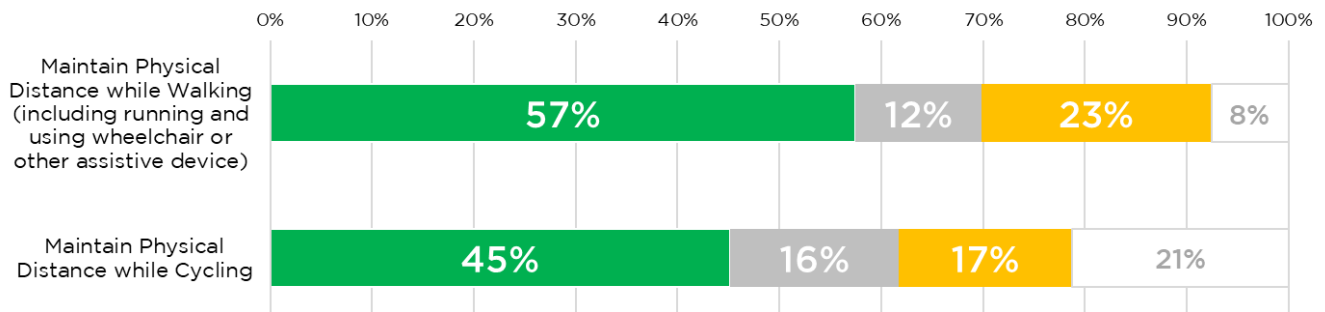


Figure 9 - To what extent do you agree/disagree with this statement?:⁷

57% of participants 'agreed' or 'strongly agreed' to the statement: "The Slow Streets initiative has improved my ability to maintain physical distance while walking (including running and using wheelchair or other assistive device)."

45% of participants 'agreed' or 'strongly agreed' to the statement: "The Slow Streets initiative has improved my ability to maintain physical distance while cycling."

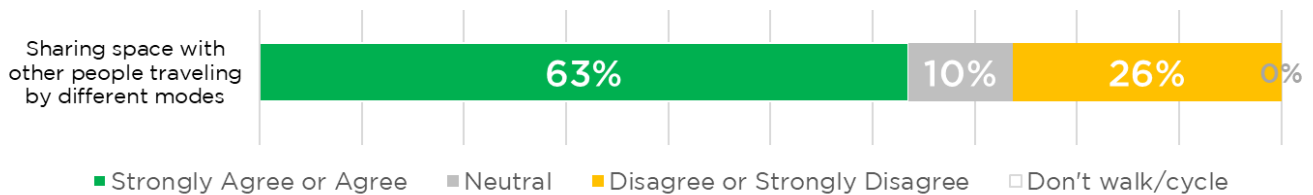


Figure 10 - To what extent do you agree/disagree with this statement?:⁸

63% participants 'agreed' or 'strongly agreed' to the statement: "Slow Streets initiative makes me feel safer and more comfortable sharing space with other people travelling by different modes."

⁷ Based on all 1,942 survey responses.

⁸ Based on all 1,942 survey responses.

Room for Improvement

As we started planning for Step Two of the Slow Streets initiative, we wanted to know what the current issues were and how people feel about different ideas to help prioritize walking, cycling, and rolling on Slow Streets. This will also help us make adjustments at key locations and inform longer-term opportunities for these routes. We provide an overview of how staff are using this feedback in the *Table 1* in the Part One of this document.

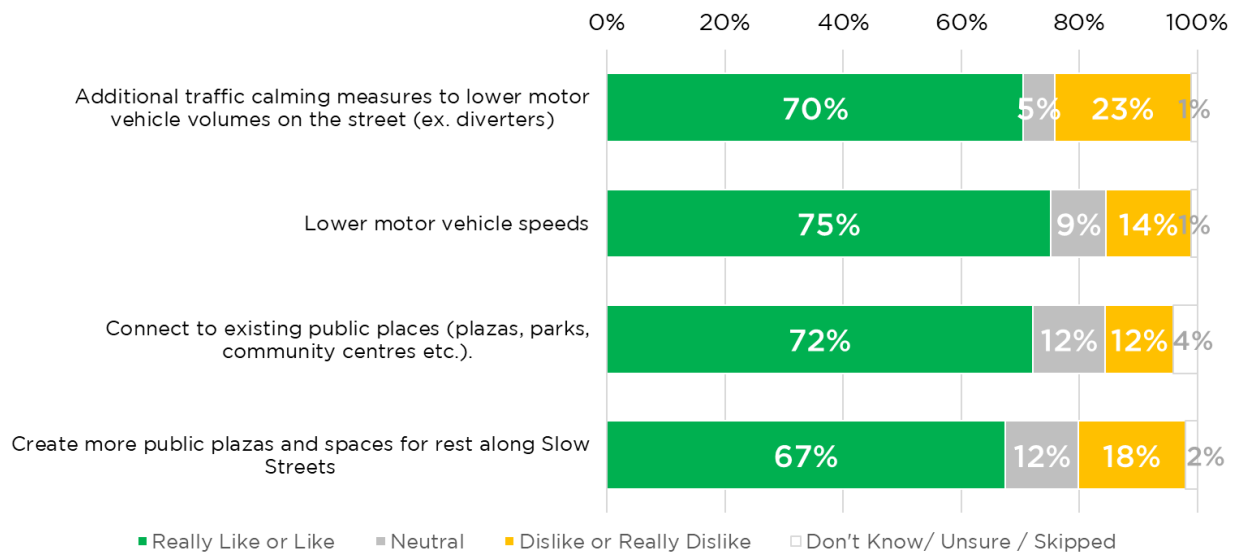


Figure 11 - How do you feel about the following ideas to help prioritize walking, cycling, and rolling on Slow Streets?

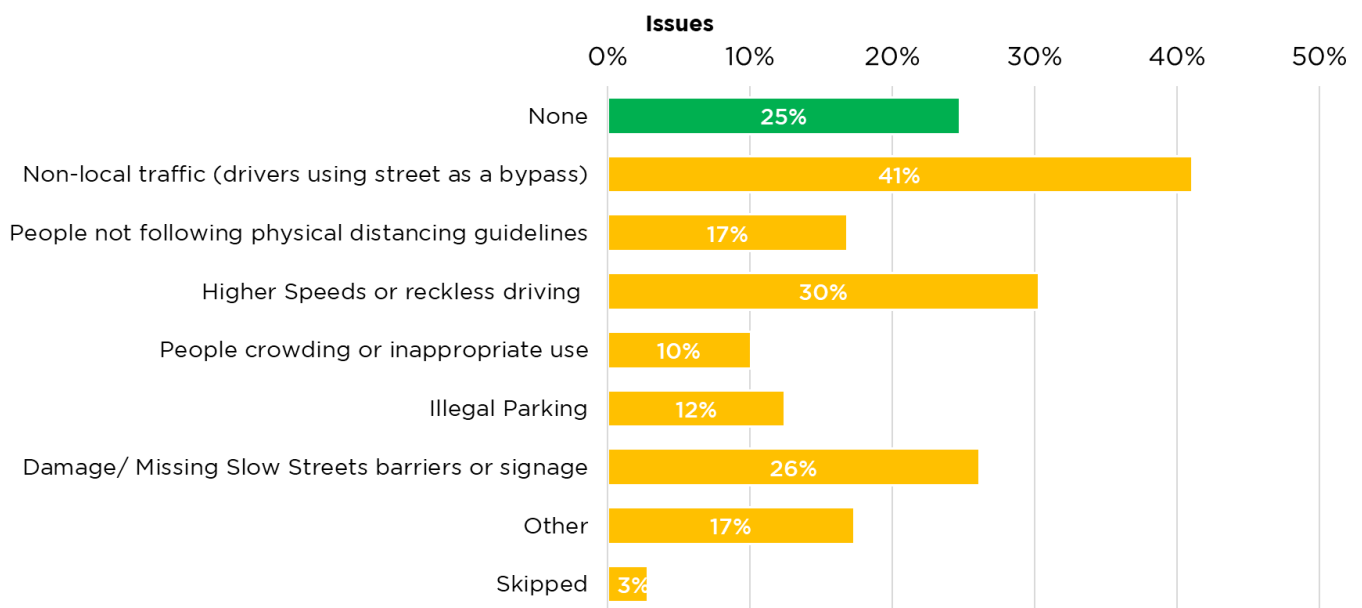


Figure 12 - Have you observed issues or problems while using Slow Streets?

APPENDIX A

Level of Support based on Travel Mode and Travel Frequency along Slow Streets

Support was higher among participants who frequently walk or cycle on Slow Streets, suggesting safer and comfortable infrastructural improvements for walking, cycling and rolling and adding more permanent barriers.

Participants who frequently drive along Slow Streets noted less support since this group expressed concern about traffic impacts from the initiative.

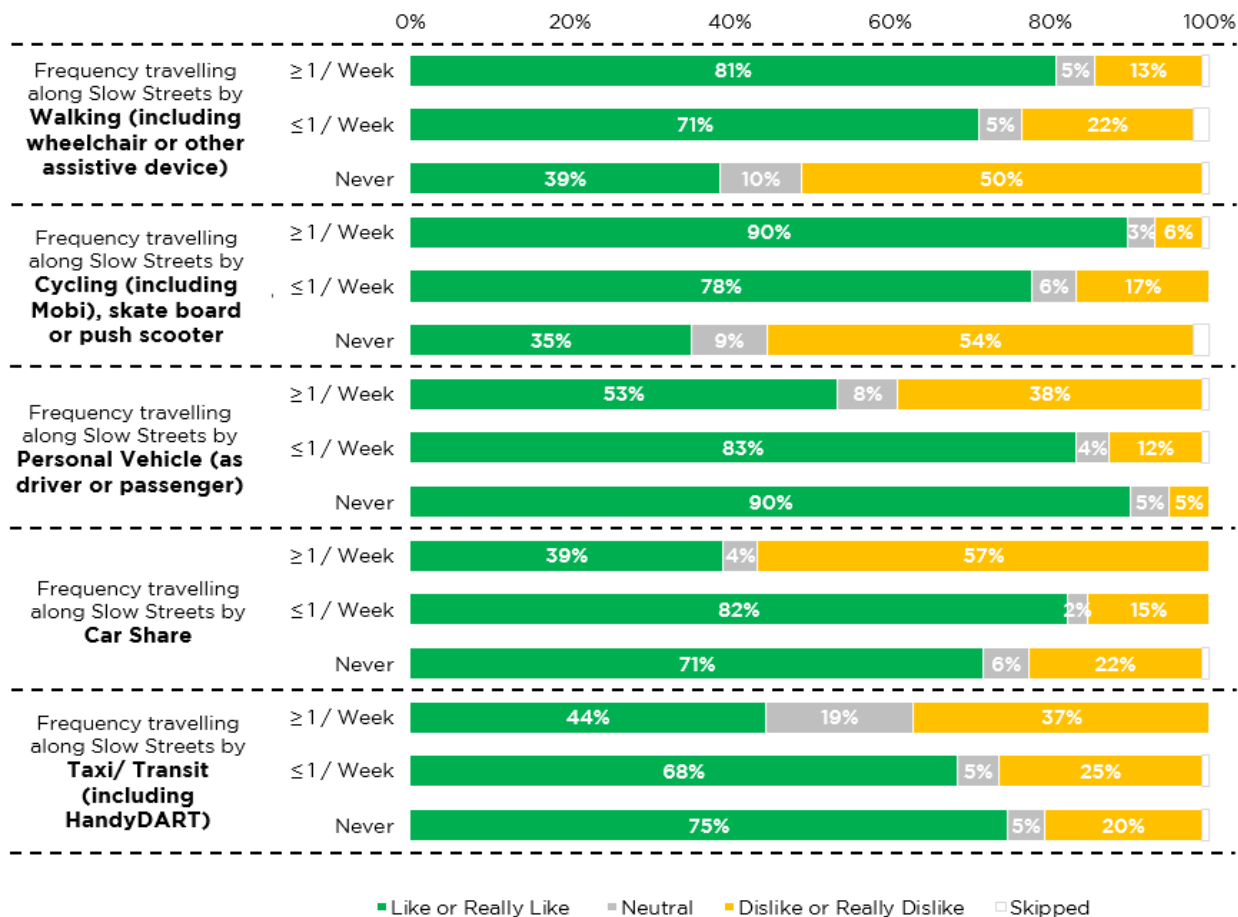


Figure 13 - How do you feel about the Slow Streets initiative?⁹

⁹ Response counts per category: Walking ≥ 1/week = 1151, < 1/week = 131, never = 167; Cycling ≥ 1/week = 1098, < 1/week = 175, never = 306; Personal Vehicle ≥ 1/week = 953, < 1/week = 237, never = 410; Car Share ≥ 1/week = 99, < 1/week = 228, never = 946; Taxi or Transit ≥ 1/week = 27, < 1/week = 210, never = 1024; others skipped this question.

Level of Support based on Various Travelling Purposes

The highest levels of support were reported by participants who use Slow Streets for recreation purpose or for exercising.

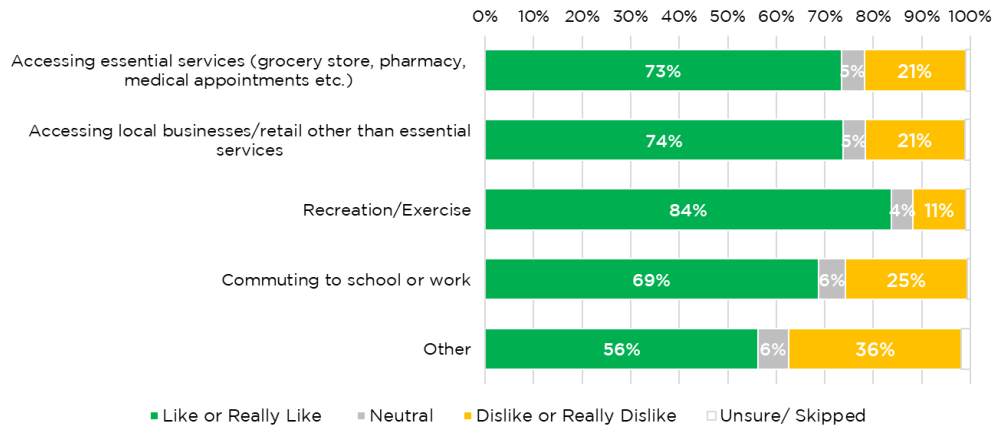


Figure 14 - How do you feel about the Slow Streets initiative?¹⁰

Level of Support based on Neighbourhoods

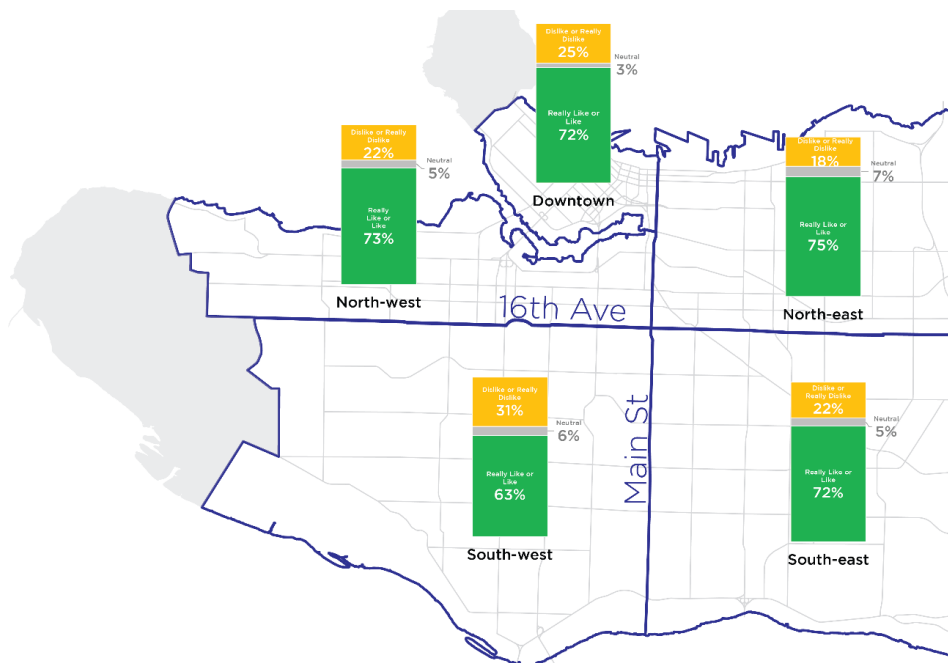


Figure 15 - How do you feel about the Slow Streets initiative?¹¹

¹⁰ Response counts per category: Accessing essential services = 1033, Accessing local businesses = 1015, Recreation/ Exercise = 1367, Commuting to school or work = 880, Other = 160

¹¹ Response counts per category: Downtown = 177, North-west = 493, North-east = 608, South-west = 126, South-east = 467; Outside Vancouver = 46