

PEDESTRIAN STRATEGY FRAMEWORK REPORT

EXECUTIVE SUMMARY

The Pedestrian Strategy is an action plan for improving pedestrian safety, reducing pedestrian-vehicle collisions, providing universal accessibility, improving the quality and experience of the pedestrian realm, promoting a culture of walking and for furthering walking as a safe, healthy, convenient and viable part of Calgary's multi-modal transportation system.

The Pedestrian Strategy will be led by Transportation Planning with support from other internal City business units and will include extensive engagement with internal and external stakeholders including the general public.

In addition, the Pedestrian Strategy will evaluate the current state of the pedestrian realm; it will conduct surveys and evaluate pedestrian-orientated public space; seek advice from other cities with successful pedestrian plans; compile objectives and policies from existing City documents and will fill in any gaps needed to achieve the walkability principles of the Municipal Development Plan (MDP) and Calgary Transportation Plan (CTP). The Pedestrian Strategy will produce strategy actions and an implementation plan with specific timelines, operating and capital budget requirements, performance measures and targets. Input will be required from other City business units for particular actions so that there is corporate accountability for pedestrian realm improvements.

ADMINISTRATION RECOMMENDATION(S)

That the SPC on Transportation and Transit recommends that Council:

1. Adopt the Proposed Framework for the Pedestrian Strategy project (Attachment 2); and
2. Direct Administration to return to SPC on Transportation and Transit no later than the end of Q1 2015 with a status update on the strategy.

RECOMMENDATION OF THE SPC ON TRANSPORTATION AND TRANSIT, DATED 2014 JULY 18:

That the Administration Recommendations contained in Report TT2014-0486 be approved.

PREVIOUS COUNCIL DIRECTION / POLICY

Recent reports to Committee and Council: *C2014-0209 Snow and Ice Control for Walkways Adjacent to Private Parcels (TT2014-0017)*, *TT2013-0361 Sidewalk Closures During Construction*, *TT2014-0248 Coordinated Street Furniture Initiative*, *TT2013-0575 Pedestrian Traffic Safety Overview*, *PFC2013-0780 Rectangular Rapid Flashing Beacon (RRFB) Pilot Project*; have received comments suggesting, and minutes directing Administration to collaborate and coordinate the efforts of the reports with the Pedestrian Strategy project.

To this end, Transportation Planning will undertake an internal audit of previous Committee and Council reports that resulted in pedestrian related directions and policies and will coordinate with the responsible business units to ensure that all relevant efforts and initiatives are accounted for in the Pedestrian Strategy project.

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BACKGROUND

The General Manager of Transportation informed Council on 24 February 2014 that Administration would be undertaking a Pedestrian Strategy project to further develop the walkability principles outlined in the approved Municipal Development Plan (MDP) and the Calgary Transportation Plan (CTP) 2009. The CTP recognizes walking as the most basic and sustainable form of transportation and key to a complete multi-modal system. The MDP and CTP also recognize the importance of walking in achieving sustainability goals and the need to build a quality pedestrian realm as a means of promoting a culture of walking.

In Q1 2014, Transportation Planning through consultations with other City business units, institutions and targeted stakeholders has determined the framework and scope of the project. In Q3 2014, the project charter will be established and the project team will begin formal engagement with stakeholders, special interest groups, community associations and the general public. By the end of Q1 2015 the project team will report back to SPC T&T on the projects' progress. It is anticipated that the Pedestrian Strategy will be finalized by the end of Q4 2015 and will then be presented to Council for approval.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

In order to achieve the goals of the MDP and CTP there is an increasing need to provide transportation mobility choices with an increased focus on sustainable development, healthy communities and a reduction on environmental impacts (air, water and noise). Recent media coverage of pedestrian-vehicle collisions and fatalities has focused the public's attention on the need for improved pedestrian-orientated designs to make travel by walking safe, convenient, attractive and comfortable for various ages and physical abilities.

As the 2014 Complete Streets Guide is implemented, it will bring about change to roadway designs resulting in a balance between non-motorised modes of travel and vehicular traffic; it is intended to improve community liveability through design of quality streetscapes with enhanced pedestrian facilities. However, as with the Complete Streets Guide, there are other City initiatives and programs that include the pedestrian realm within their scope of work but do not focus exclusively on the needs of pedestrians and advance walking as a mode of transportation. As a result, Administration recognised the need to develop an overarching Pedestrian Strategy.

By engaging stakeholders and the general public, analyzing current data and by seeking advice from other cities with successful pedestrian plans, Administration will develop a strategy to improve the quality and experience of the pedestrian realm and increase the opportunity for walking as a mode of transportation that is convenient, comfortable, safe, inclusive and accessible and to deliver programs that will encourage more people to walk.

Stakeholder Engagement, Communication and Research

Stakeholder Engagement: Engagement for the development of a Pedestrian Strategy will adhere to the cornerstones of The City of Calgary's engage! policy: accountability, inclusiveness, transparency, commitment and responsiveness. Administration will use two parts of the engage! spectrum including "Listen and Learn" and "Consult".

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Public consultation for the project will be both extensive and innovative. In addition to traditional methods of outreach, such as public open houses and natural meeting places, Administration will establish a project website linked to social networking that will be available to the general public for the duration of the project. This project website will provide the opportunity for all citizens to be involved in and shape the outcomes of the Pedestrian Strategy. Also, the project website will utilize interactive tools to discover great ideas, to gather useful feed back through online surveys and polls and will gain valuable insights and analyze important data on the needs of citizens.

Communication: There will be an opportunity at any time during the project process for interested persons to review issues and communicate directly with the project team members through the transparent interface of the dedicated project website and through an Info Hotline setup at 311. Communication strategies will include project information sharing through social media (Facebook and Twitter); news releases through The City websites at Calgary.ca and Calgary City News Blog as well as paid advertisements in community newsletters.

Research: Administration has reviewed the guiding principles from numerous previously approved Council policies and plans, such as the 2008 Pedestrian Policy and Needs Report (Attachment 1); 2013 Route Ahead Strategic Plan for Transit; 2013 Calgary Safer Mobility Plan; 2010 Universal Design Handbook and Access Design Standards and believes that the Pedestrian Strategy project remains valid and will compliment other City studies already done. Also, Administration has recognised a need to conduct literature reviews and field studies as an initial action at the launch of the project. Attachment 2 details the proposed framework for the development of the Pedestrian Strategy.

Strategic Alignment

Creating a city where walking is a viable option for both travel and recreation, supports the principles and directions of the MDP and CTP to reduce automobile dependence and to improve municipal sustainability, community and personal health and reduced environmental impacts.

This report has been reviewed for alignment with The City of Calgary's Triple Bottom Line (TBL) Policy Framework.

Social, Environmental, Economic (External)

Social: Walking not only improves the health of individuals but it's also an affordable and inclusive way to travel. Improvements to the safety and the experience of the pedestrian realm will encourage Calgarians to walk regardless of age, gender, income or ability. A well designed and attractive pedestrian realm adds value to public space and to the social fabric of Calgary.

Environmental: Creating a city where citizens choose to walk will result in improved water and air quality and decreased greenhouse gas emissions associated with vehicle use. Having more citizens walk is a key long-term strategy for reducing Calgary's per capita ecological footprint.

Economic: Providing safe walking options for citizens can help attract and retain employees which, in turn can help attract, retain and nurture business in Calgary. Active complete streets

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also support small business. This further helps maintain Calgary as a city where people want to live and invest, and keeps Calgary a competitive and international city.

Financial Capacity

Current and Future Operating Budget:

The further development of the framework for a Pedestrian Strategy (Attachment 2) and for stakeholder engagement, communication, research activities and data collection, funding is within Transportation Planning's existing budgets.

Current and Future Capital Budget:

Funding to implement the action plan and the proposed priority projects and initiatives will be identified as part of the Pedestrian Strategy. Funds could also be applied for during the capital budget planning process of Investing In Mobility TIIP.

Risk Assessment

The risk is that if SPC on Transportation and Transit does not adopt the proposed project framework then that would result in a delay on the delivery of the Pedestrian Strategy.

REASON(S) FOR RECOMMENDATION(S):

To provide Council with information on the Pedestrian Strategy project and to request Council's adoption of the project framework so that development of the strategy can move forward.

ATTACHMENT(S)

1. LPT2008-36 Pedestrian Policy and Needs Report
2. Proposed Framework for the Pedestrian Strategy Project