

# ENGAGEMENT PLAN FOR:

The University of Victoria Campus Cycling Plan

## 1.0 INTRODUCTION

The University of Victoria (UVic) is developing its first-ever Campus Cycling Plan. The final plan will allow the University to create campus cycling network where cycling is safe and well connected to neighbouring networks and also accessible for people of all ages and abilities.

The final Campus Cycling Plan will serve as a framework to guide the development of future cycling infrastructure, including bicycle parking, cycling paths and end of trip facilities on campus. The Plan will also provide policy direction and strategies to mitigate improve levels of comfort and safety for pedestrians and cyclists on our

For this process the level of engagement with UVic

#### FOUNDATIONAL KEY MESSAGES

- x The University of Victoria is undertaking an exciting process to make cycling on campus safe and accessible for everyone.
- x The Campus Cycling Plan will guide the

The Advisory Team will review and comment on the work of the Consultant

- International students
- Continuing Studies students
- Other students with an academic (study or research) interest in the Campus Cycling Plan process
- x Alumni
- x SPOKES
- x Cycling Advisory Committee

#### NEIGHBOURS AND OTHER COMMUNITY GROUPS

- x General public, with specific attention paid to neighbours
- x Community Association Liaison Committee (CALC)
- x Residents/Community Associations:
  - Quadra Cedar Hill Community Association
  - Gordon Head Residents Association
  - Cadboro Bay Residents Association
  - Mount Tolmie Community Association
  - Camosun Community Association
  - Community Association of Oak Bay
  - Saanich Community Association Network (SCAN)
  - North Henderson Residents' Association
- x District of Saanich Council Members
- x District of Oak Bay Council Members
- x Public users of UVic facilities (gym, theatre, etc.)
- x Special interest groups and organizations such as the Greater Victoria Cycling Coalition, Greater Victoria Bike to Work Society, Bikemaps.org, Walk on Victoria, Greater Victoria Placemaking Network
- x Neighbouring schools:
  - Mt. Doug Senior
  - Campus View Elementary
  - Frank Hobbs Elementary
  - Arbutus Middle
  - Maria Montessori
- x Other interest groups that emerge during the process

## 5.0 ENGAGEMENT ACTIVITIES

Ensuring balanced and representative participation in the process is paramount to the success of the final Campus Cycling Plan. All interested stakeholders will have the opportunity to be involved and provide feedback. Input will be collected using a variety of methods and approaches in order to meet the needs of different audiences.

#### DETAILED EVENT PLANS

Content and format is highly dependent on both the technical work being performed and input from stakeholders. We cannot anticipate the outcomes of each technical phase, or know what input will be received from the UVic community through the engagement process. As such, Detailed Event Plans will be developed prior to the execution of each phase of engagement. This will allow the project team to be responsive to changing situations and needs of the stakeholders. Each Detailed Event Plan will serve as a road map for the specific engagement period and will contain the following information:

- |  |                               |
|--|-------------------------------|
| x Marketing and Communication Material | x Venue and Event Information |
| x Social Media Schedule                | x Next Steps                  |

The Detailed Event Plan will assign roles and responsibilities as well as set expectations for post-event deliverables (e.g. data collation, reporting back). They will also establish timing for specific tasks (e.g. ads, web updates, etc.).

The following sections outline the events and activities proposed for each phase of engagement.

#### PHASE 1

##### Campus Cycling Plan Advisory Team Meeting (no. 1)

The first Advisory Team meeting will be held October 2<sup>nd</sup>. The purpose of this meeting is to present the project work plan and provide an overview of the Campus Cycling Plan process, as well as the draft engagement strategy and upcoming engagement activities being planned for phase 1.

##### Technical Advisory Team Meeting (no. 1)

The first Advisory Team meeting will be held October 2<sup>nd</sup>. The purpose of this meeting is to present the project work plan and provide an overview of the Campus Cycling Plan process, as well as the draft engagement strategy and upcoming engagement activities being planned for phase 1. Opportunities for collaboration will also be discussed during this initial meeting.

##### Metroquest Online Survey (no. 1)

An online survey, using the Metroquest Platform, will be developed to coincide with the campus wide launch event and pop-ups.

The survey will seek feedback on current travel patterns.

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### PHASE 3

#### Campus Cycling Plan Advisory Team Meeting (no. 4)

The final Advisory Team meeting will be held in mid-September, 2018. During this meeting, we will present and seek feedback on the draft Campus Cycling Plan. This will also include a focused discussion on implementing and monitoring the Campus Cycling Plan.

#### Technical



