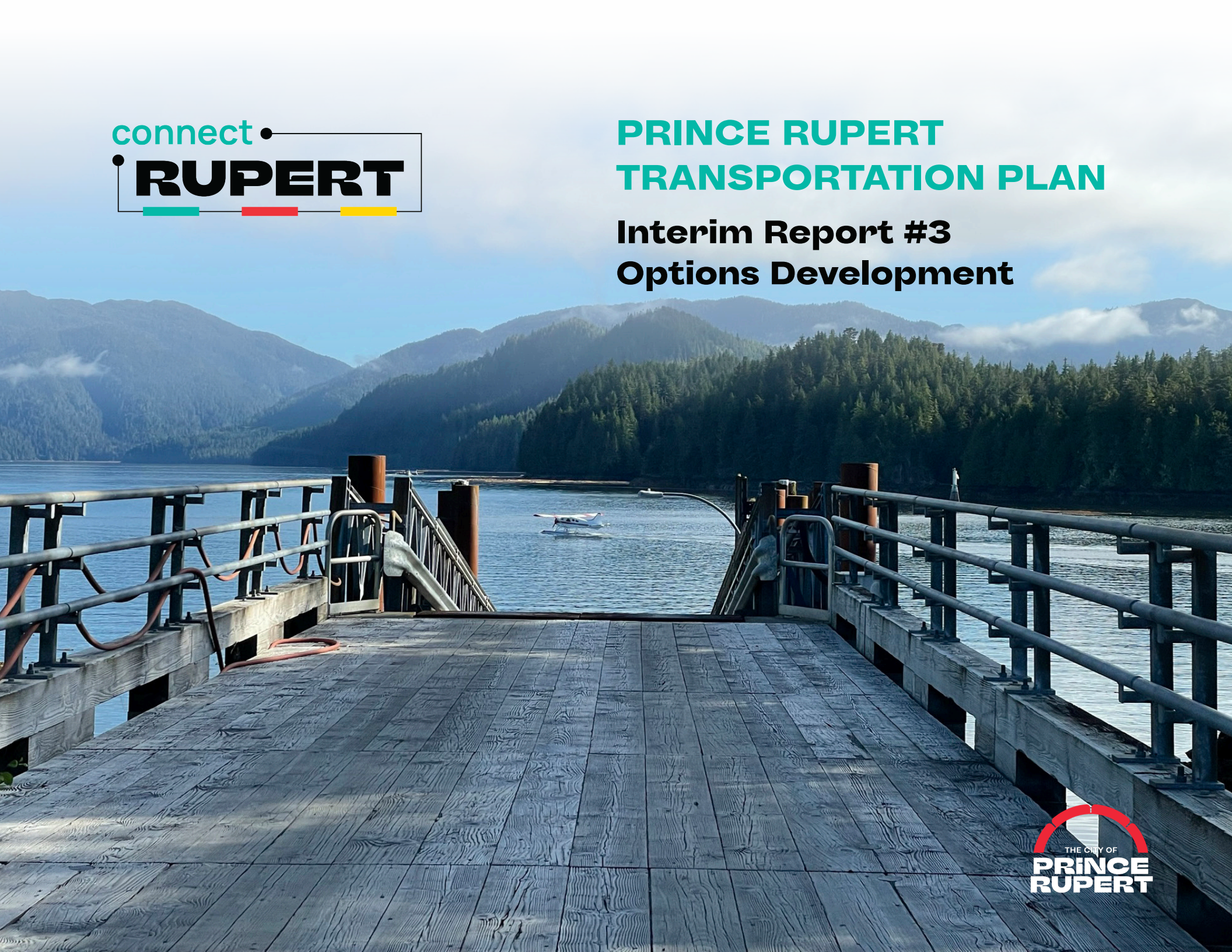
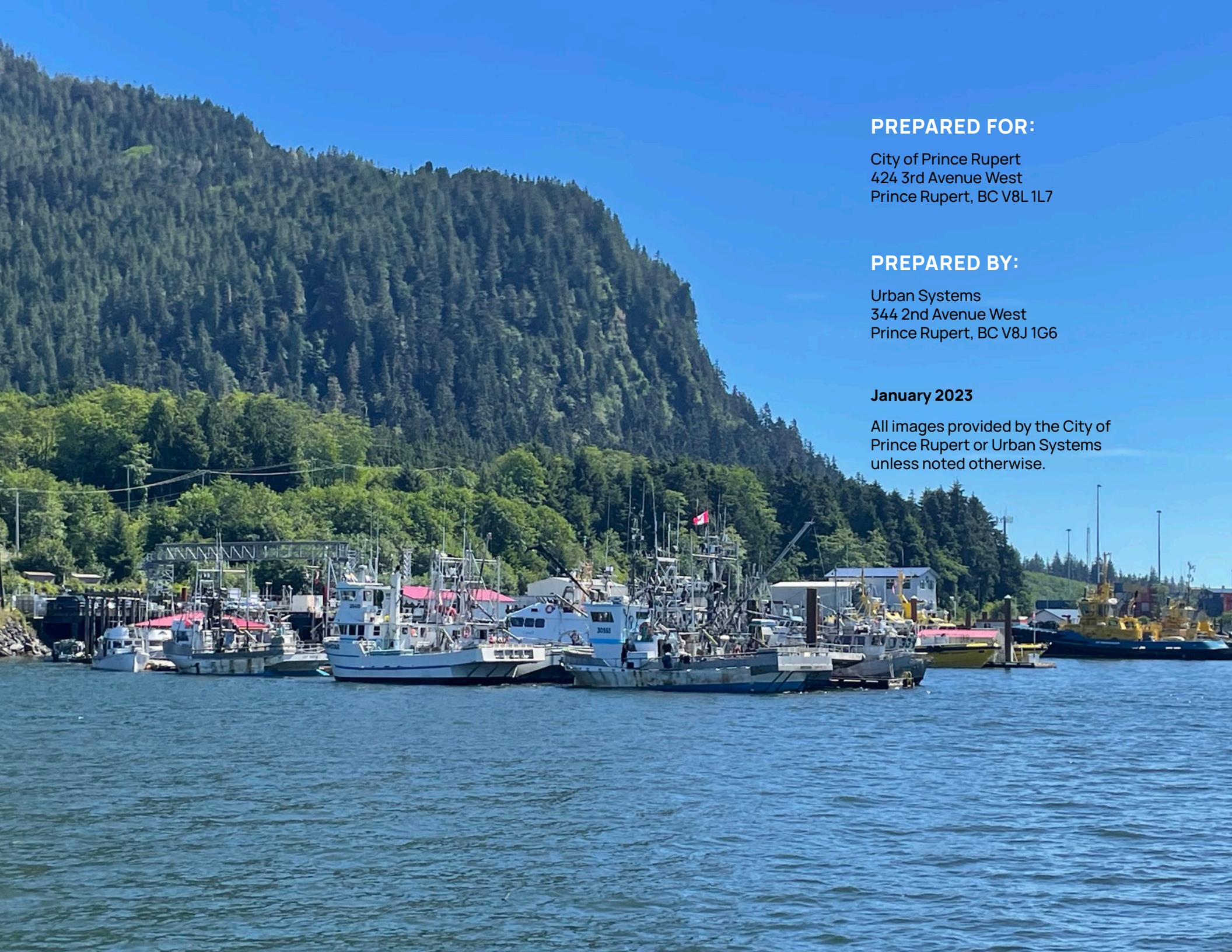
connect RUPERT

PRINCE RUPERT TRANSPORTATION PLAN

Interim Report #3
Options Development



THE CITY OF PRINCE RUPERT



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1.0 INTRODUCTION



1.1 PROJECT BACKGROUND

The City of Prince Rupert is a vibrant waterfront community of over 12,000 residents on Kaien Island in northwestern British Columbia. The City is located within the traditional, ancestral, and unceded territories of the Ts'msyen people.

Prince Rupert is the largest community in northwestern British Columbia and is the western terminus of the Trans-Canada (Yellowhead) Highway 16 and the Canadian National Railway. It is home to one of two major ports on Canada's west coast. The port is continuing to grow in its role in importing and exporting goods for the rest of the country. The port facilities and related industries generate significant economic activity for the city and there is an anticipation of significant growth in the coming years.

As BC's first planned city, Prince Rupert was created to encourage people to move through the city on a human scale. The city has a high level of participation in active transportation and a highly successful transit network, with 15% of residents identifying that they walk, cycle, or take transit to work (according to the 2016 Census). The city's transit network includes eight separate routes that all converge downtown, with excellent coverage for western and eastern parts of the city.

The City has a bold vision for the future of Prince Rupert, as is encapsulated in initiatives like the 2021 Official Community Plan (OCP) and the 2030 Vision document. Building on the planning principles and objectives in these documents, the City is developing a new Transportation Plan – which we're calling **Connect Rupert** – to help shape the future of transportation in Prince Rupert.

1.2 REPORT PURPOSE

The plan will establish a strategic vision that will guide the City's transportation and land use decisions as well as public investments over the next 5-10 years and beyond. The plan will help guide the City towards its vision of being a world-class port city that is vibrant, resilient, and sustainable.

The plan is being developed through a series of interim reports and engagement summary reports. This is the third interim report developed as part of the process. This report lays out the long-term plan for improving transportation in Prince Rupert, including providing a long-term vision and values to guide transportation decision-making, as well as more specific strategies and actions for each mode of transportation.

The long-term directions in this report have been developed based on a review of existing transportation conditions in Prince Rupert, a review of national and international best practices and emerging trends in transportation and mobility, and the findings of the first round of public engagement.

1.3 REPORT OVERVIEW

This Options Development Report is the third in a series of interim reports prepared as part of the Transportation Plan process and outlines the long-term vision along with strategies and actions for all modes of transportation. This report includes the following sections:

- **Section 1: Introduction** provides an overview of the plan and the structure of this report.
- **Section 2: Future Directions** outlines a proposed vision for the future of transportation in Prince Rupert, along with values to help guide the City's decision-making.
- **Section 3: Modal Interconnectivity** summarizes key issues and opportunities as well as strategies and actions for integrating modes, with a specific focus on water- and air-based modes.
- **Section 4: Active Transportation** summarizes key issues and opportunities as well as strategies and actions for walking and mobility aids as well as cycling and rolling.
- **Section 5: Public Transportation** summarizes key issues and opportunities as well as strategies and actions for public transit, school buses, shuttles, taxis, and ride-hailing.
- **Section 6: Driving** summarizes key issues and opportunities as well as strategies and actions for driving, including goods movement, the coordination of major road networks and infrastructure improvements, parking, and car sharing.
- **Section 7: Closing and Next Steps** provides a summary of the key findings of this report along with the next steps for subsequent phases of the process.

2.0 FUTURE DIRECTIONS



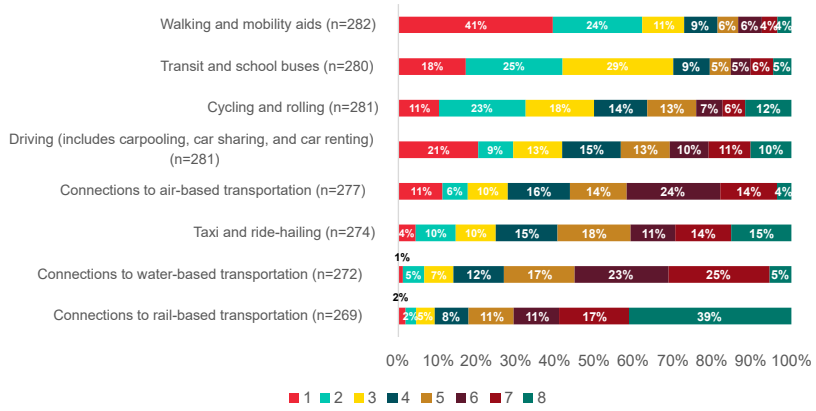
This section outlines future directions for the Transportation Plan based on a review of the City's existing policies; feedback received from stakeholders and the public; and experience from other similar communities. The future directions outlined in this section include an overarching vision statement along with values that will help shape the overall direction for the Transportation Plan and serve as the basis from which improvement opportunities and investments are identified and prioritized.

The first round of public engagement included a community survey, pop-up events, and a stakeholder workshop. This round of engagement provided the foundation for the future directions, including identifying community priorities for transportation, transportation issues and challenges, and the transportation vision and values. A detailed summary of the first round of engagement can be found in the corresponding **Engagement Round 1 Summary Report**.

2.1 COMMUNITY PRIORITIES

The online community survey asked respondents to identify which aspects of the City's transportation system should be considered the highest priority. These priorities have helped to shape the overall vision and values. A list of 8 priorities were provided for participants to rank from 1 (most important) to 8 (least important). **Walking and mobility aids** was identified as the highest priority, with 41% of respondents identifying this as their top priority, and 76% of respondents identifying this as one of their top three priorities. This was followed by **transit and school buses** and **cycling and rolling**. Connections to water-based and rail-based transportation were identified as the lowest priorities.

FIGURE 1 WHAT ASPECTS OF THE CITY OF PRINCE RUPERT'S TRANSPORTATION SYSTEM SHOULD BE CONSIDERED THE HIGHEST PRIORITY?



The visioning session at the stakeholder workshop was centered around gathering and developing a discussion around three main questions about the future of transportation in Prince Rupert:

1. What does it look like?
2. What makes it great?
3. What goals can we set to get there?

The majority of the feedback was centered around the first question (what does it look like?) and spanned everything from increasing active transportation options to the frequency of flights in and out of the community. Important parts of the discussion also included the impact of inclement weather on active transportation options (e.g., planning for sheltered spaces, etc.) and major transportation projects that could impact the transportation network (e.g., Fairview-Ridley Connector Road and the Rotary Waterfront Park ferry landing).



Participants focused on safety, reliability, and efficiency when asked what will make the transportation system great. However, discussions also broadly acknowledged the role of a well-designed transportation system in creating a complete community in terms of public spaces, active transportation, recreation, and tourism.

Lastly, goals for realizing the vision for the future transportation network included addressing safety concerns through accessibility upgrades, making areas more walkable and providing options that make it possible to reduce car reliance for everyday tasks.

2.2 PLAN FRAMEWORK

The Transportation Plan is composed of several interrelated layers that combine to form the plan's framework. This framework is outlined below and summarized in the graphic on the following page

- **1 Vision:** The future directions for the Transportation Plan include a vision statement that describes the City's aspirations for transportation today and in the future.
- **10 Values:** The proposed vision is supported by ten shared values that further guide the direction of the Transportation Plan.
- **4 Themes:** The vision and values can be implemented by focusing on strategies and actions for four overarching themes.
- **26 Strategies:** Strategies provide strategic direction on key focus areas within each theme
- **86 Actions:** Actions provide specific guidance and direction for what the City should do under each strategy to meet the vision and values of the plan.

The strategies and actions make up the main recommendations of the Transportation Plan and are outlined in detail in the following sections.

VISION → VALUES → THEMES → STRATEGIES

In 2040, Prince Rupert is a world-class port city that is supported by a world-class transportation system that contributes to a vibrant, growing, and complete community with a thriving economy where people choose to live, work, and play.

Prince Rupert is celebrated for its natural beauty and recreation opportunities and is a gateway of national importance by water, rail, road, and air. The City's multi-modal transportation system is well-managed and maintained and provides critical connections for people of all ages and abilities to neighbouring and Indigenous communities as well as to the rest of British Columbia, Canada, and the world.

Prince Rupert's transportation network is safe, sustainable, and resilient, and enables a healthy, accessible, and equitable community.

Accesible	*Equitable*	*Livable*	*Healthy*	*Safe*
Efficient	*Well-connected*	*Economically Prosperous*	*Enviromentally Sustainable*	*Resilient*

Modal Interconnectivity

Strategy 1.1: Improve the quality of transportation connections within transportation hubs

Strategy 1.2: Improve access to and from station and terminal areas

Strategy 1.3: Improve accessibility of travel information

Strategy 1.4: Work with transportation service operators to improve service to and from Prince Rupert

Active Transportation

Strategy 2.1: Develop and adopt complete streets design standards focusing on enhanced active transportation facilities

Strategy 2.2: Build a complete, connected, and accessible sidewalk network

Strategy 2.3: Make walking a safe and more enjoyable experience

Strategy 2.4: Design streets and trails to be universally accessible

Strategy 2.5: Build a cycling and rolling network for people of all ages and abilities

Strategy 2.6: Enhance trails and multi-use pathways to provide recreational opportunities

Strategy 2.7: Create and enhance existing crossings to accommodate people of all ages and abilities

Strategy 2.8: Focus on quick-build approaches to implementing pedestrian and cycling infrastructure using low-cost, flexile materials

Strategy 2.9: Maintain active transportation facilities year-round

Strategy 2.10: Develop support programs and initiatives that encourage people to use active transportation as the preferred mode for more trips

Public Transportation

Strategy 3.1: Advocate for BC Transit to improve transit service to make it a convenient and reliable transportation option

Strategy 3.2: Work with BC Transit to ensure the transit network connects people to where they want to go, reducing the need to transfer

Strategy 3.3: Improve the transit customer experience

Strategy 3.4: Improve transit accessibility

Strategy 3.5: Ensure the taxi supply matches the demand

Strategy 3.6: Encourage ride-hailing to provide more transportation options

Strategy 3.7: Manage and regulate the curbside for both ride-hailing and taxis

Strategy 3.8: Continue to work with partners to support and improve service for children and youth travelling to and from school

Driving

Strategy 4.1: Update the CIty's street network classifications to reflect the intended function

Strategy 4.2: Design and deliver people-first streets

Strategy 4.3: Regularly maintain the road network to preserve a state of good repair

Strategy 4.4: Improve safety for all road users

Strategy 4.5: Adopt the updated goods movement network to sensure the safe and efficient movement of goods

Strategy 4.6: Support the electrification, automation, and sharing of transportation modes to ensure that the City can accomodate futrue trends

Strategy 4.7: Review parking supply and demand that encourages appropriate use to support the needs of residents, visitors, and businesses

2.3 VISION

The vision for the Transportation Plan builds upon the City's commitments as outlined in a number of plans and strategies, including the Official Community Plan and the Vision 2030 document, as well as input from the community noted above. The vision for Prince Rupert's Transportation Plan emphasizes the City's role as a regional gateway and port city, access to nature, and a transportation system that provides choices and supports the development of a sustainable community for people of all ages and abilities. Reflecting these themes, the proposed vision for the Transportation Plan is shown below:

In 2040, Prince Rupert is a world-class port city that is supported by a world-class transportation system that contributes to a vibrant, growing, and complete community with a thriving economy where people choose to live, work, and play.

Prince Rupert is celebrated for its natural beauty and recreation opportunities and is a gateway of national importance by water, rail, road, and air. The City's multi-modal transportation system is well-managed and maintained and provides critical connections for people of all ages and abilities to neighbouring and Indigenous communities as well as to the rest of British Columbia, Canada, and the world.

Prince Rupert's transportation network is safe, sustainable, and resilient, and enables a healthy, accessible, and equitable community.

2.4 VALUES

The proposed vision is supported by ten shared values that further guide the direction of the Transportation Plan:

1. **Accessible:** All residents and visitors should have the ability to access activities, opportunities, goods, and services, regardless of their age, ability, income, or other socio-demographic characteristics. This can be achieved by ensuring the built environment is planned and designed following universal design principles along with supportive programs.
2. **Equitable:** All residents and visitors, regardless of age, ability, income, gender, race, or other socio-demographic characteristics, should have equitable access to the City's transportation system regardless of which mode they choose to use. The City should use an equity lens when engaging the community and when planning and designing projects.
3. **Livable:** The City should be a complete community that is safe, attractive, and a place where people want to live over the long-term. This includes ensuring residents can access their daily needs within a short walking, cycling, or transit distance. This can be achieved with a complete and connected sidewalk network with interesting placemaking, high-quality cycling infrastructure with amenities such as bicycle parking, and transit that is frequent, comfortable, and accessible, while also managing vehicle trips.
4. **Healthy:** The City should be planned and designed to support and encourage active and healthy living. This includes encouraging active forms of transportation such as walking and cycling, ensuring that residents' daily needs such as grocery stores and access to transit are provided within a 15-minute walking distance, and encouraging quieter and non-polluting forms of transportation such as electric vehicles.
5. **Safe:** Transportation infrastructure should be designed and built to be safe and comfortable for users of all ages and abilities, and especially for the most vulnerable users such as

pedestrians and cyclists. Prince Rupert residents should feel safe on the transportation network regardless of their mode of choice, time of day, or day of year.

6. **Efficient:** As a port city, moving people and goods is a core function of the transportation network. The network should be efficient and reliable to support the local, regional, and national economies. The City should ensure the transportation network minimizes delays and congestion.
7. **Well-connected:** The transportation network has a high degree of connectivity for all modes. This includes ensuring new connections are developed to complete networks. The modes are integrated to facilitate multi-modal travel and at a regional level, supporting seamless transportation throughout the North Coast Region.
8. **Economically Prosperous:** Transportation attracts businesses and investment through efficient and reliable mobility for people, goods, and services. Downtown Prince Rupert is a vibrant destination and port activity seamlessly integrates and supports growth. The City should utilize asset management and investments in non-automobile modes to defer the need for major transportation infrastructure investments, meaning there is more resources for other initiatives.
9. **Environmentally Sustainable:** The transportation system should be balanced and environmental impacts and GHG emissions minimized. Walking is convenient for users of all abilities, there is high-quality cycling infrastructure, and transit is attractive and accessible, while vehicle trips are managed and the need for personal car ownership is reduced.
10. **Resilient:** The transportation network should be adaptive and responsive to local, regional, and global trends, embracing change and growth to serve the community's broader goals. The transportation network should plan for and be designed to manage external influences like changing land use, social, economic, and environmental contexts.

3.0 MODAL INTERCONNECTIVITY



3.1 BACKGROUND

Modal integration, as a key concept, can help improve the user experience of navigating from one mode of transportation to another. Examples of modal integration include having adequate active transportation facilities (e.g., walkways and bicycle parking) available at terminal buildings and other places where people might transfer from one mode to another.

Prince Rupert's strategic waterfront location positions the city as an important transportation gateway for northwestern British Columbia. Air-, water-, rail-, and road-based transportation modes provide strategic connections for people, goods, and services to places beyond Prince Rupert. These strategic connections are important components of the city's transportation system and play a strong role in supporting the local, regional, provincial, and national economies. While many opportunities to better integrate these modes are largely outside the City's jurisdiction, the City can play a role in improving connections between modes. High-quality modal interconnectivity is important for all modes as they relate to the local, regional, and provincial transportation contexts.

This section focuses on how the City can strengthen modal interconnectivity for all modes as they relate to the broader regional and provincial transportation contexts.

3.2 ISSUES & OPPORTUNITIES

A number of issues and opportunities for model interconnectivity were identified through the first round of engagement, including:

- There is an opportunity to **improve the quality of transportation connections between air, water, rail, road, and active modes**. Prince Rupert has basic infrastructure and transportation connections; however, there is a general lack of amenities in many areas such as shelters, wayfinding, lighting, pay phones, wi-fi service, and seating, which can make connecting between modes an uncomfortable experience, especially when connections are not timed to coordinate.
- Accessing intermodal connection points such as the airport, seaplane bases, ferry terminals, cruise ship terminal, docks, and train station can be challenging. There is an opportunity to **improve connections to station and terminal areas through improved transit, loading zones, parking areas, and active transportation connections**. Some ideas for improving access to these areas include a fixed link to the airport or centralizing access to intermodal connection points such as the airport, ferry terminals, and train station.
- **Finding up-to-date information about various travel modes can be a challenge**. Providing current and easy-to-access travel information would benefit residents and visitors. Customers may be unaware of the need to make alternative arrangements when there are delays or issues. Helpful information could include details about travel options, how to get around the City, how best to get to destinations, as well as real-time updates on delays and service interruptions.
- Residents would like to have **additional options for air-, water-, and rail-based transportation in and out of the City**. This could include additional travel times, additional providers, and additional destinations.
- **Improve reliability of air-, water-, rail-, and road-based transportation modes**. Disruptions to these modes have outsized impacts because there are so few options at present. There is an opportunity to work with service providers to explore the potential for making these options more reliable.
- The costs of air, water and rail travel are high. Many residents would like to see **more affordable options for travelling by air, water, or rail**. Bringing in more competition was suggested as one way to help bring down prices.

3.3 STRATEGIES AND ACTIONS

Modal interconnectivity is crucial to supporting a seamless and sustainable transportation network in Prince Rupert. Every day, people arrive and depart Prince Rupert by a variety of modes that need to frequently and conveniently connect to other modes. Four strategies have been identified to improve modal interconnectivity:

- **Strategy 1.1: Improve the quality of transportation connections within transportation hubs**
- **Strategy 1.2: Improve access to and from station and terminal areas**
- **Strategy 1.3: Improve accessibility of travel information**
- **Strategy 1.4: Work with transportation service operators to improve service to and from Prince Rupert**

Each of these strategies are described in further detail below along with more detailed actions to lay out the steps the City can take to improve modal interconnectivity for all modes as they relate to the broader regional and provincial transportation contexts.

Strategy 1.1: Improve the quality of transportation connections within transportation hubs

Transportation hubs such as the airport, seaplane bases, ferry terminals, cruise ship terminal, docks, and train station are the first and last impression to and from the city. This means that transportation connections need to be accessible and enjoyable for a wide range of people. The City can work to enhance the user experience from the moment people arrive in Prince Rupert, ensuring that connections into the City are smooth, comfortable, enjoyable, and provide a positive impression of the community.

Action 1.1.A: Improve quality of the airport shuttle bus

Many residents and visitors arrive via Prince Rupert Airport on Digby Island and take the City's contracted airport shuttle bus, which travels via land and a ferry, to the terminal on Kaien Island. The City should ensure that the shuttle bus is a consistent and comfortable experience that gives a good first impression to first-time visitors using the airport. In order to do so, the City should stipulate that the shuttle bus contractors use modern shuttle buses, which accommodate those with mobility impairments, rather than school buses. It would be beneficial for the City to work with Tourism Prince Rupert to sponsor bus wraps that highlight the area's natural beauty or local businesses, giving visitors a sneak peak into what they can experience in the community. It would also be beneficial for the City to explore the feasibility of having the airport shuttle bus service provided by BC Transit as opposed to another contractor. In addition, the signage and wayfinding could be improved so that travelers know where to go and where to collect their luggage.

Action 1.1B: Develop mobility hubs by improving the quality and availability of amenities at docks, terminals, and stations

The airport, seaplane bases, ferry terminals, cruise ship terminal, docks, and train station are key entry points to the community for many people. The City can help develop mobility hubs to make access to and from these key entry points convenient, as shown in **Map 1**. Mobility hubs are places where people can switch from one mode of transportation to another with convenient amenities. Amenities at mobility hubs should include:

- Integrated active transportation, air, water, rail, and bus options;
- Passenger pick-up and drop-off curbside space;
- Seating to increase accessibility and ensure comfort for those waiting;
- Wayfinding that provides simple, clear, and intuitive information to help people navigate spaces effectively;

- Free Wifi to enable access to digital multi-modal trip planning information;
- End-of-trip facilities that facilitate active transportation such as secure bicycle parking and e-bike charging infrastructure.
- Public art, placemaking, and landscaping to create a desirable space;
- Commercial land uses providing services and goods for visitors; Washrooms; and
- Safety features such as water access points, emergency telephones, and appropriate lighting.

Strategy 1.2: Improve access to and from station and terminal areas

Prince Rupert is surrounded by many water-access communities that use the City as a destination to meet their daily needs. Prince Rupert also welcomes many visitors by boat, ferry, and air. The City can work with partners to better accommodate all modes, especially active transportation. This strategy provides recommendations for the City to strengthen the connections to and from station and terminal areas.

Action 1.2A: Work with partners to improve active transportation connections to stations, terminals, and docks

The City wants to encourage more sustainable and active transportation; improving active transportation connections to multi-modal areas such as Fairview, Seal Cove, Cow Bay, and the cruise ship terminal. Improving active transportation connections to these areas would help to facilitate this mode shift. Currently, it can be difficult to walk or cycle to or from docks, ferry terminals, and the seaplane bases. The City can work with service providers such as BC Ferries, Lax Kw'alaams, Metlakatla, and others to find ways to improve connections for people walking and cycling. In addition, when cruise ships arrive into Prince Rupert, there is a challenging connection to access the city by walking. The City should work with partners such as Tourism Prince Rupert and the cruise ship industry to explore alternative options to connect into the town from the cruise ship terminal. Options could include a funicular railway as identified in the Vision 2030 document or other opportunities such as covered/enhanced escalators. These opportunities would improve connectivity from the cruise ship terminal to downtown but also would create a unique and memorable experience and could be seen as part of an economic development strategy.

Action 1.2B: Work with BC Transit to improve public transit connections to stations, terminals, and docks

In addition to active transportation connections, it can also be difficult to access the ferry terminals and sea plane bases by public transit, and public transit does not currently serve these destinations well. The City should work with BC Transit to explore routing to the existing BC Ferries terminal, as well as other docks and station areas to improve transit service to these areas while coordinating schedules with scheduled arrival and departure times.

Action 1.2C: Implement a new airport connection

Prince Rupert is home to the Prince Rupert Airport on Digby Island, which is only accessible by a combination of bus and ferry service provided by the City. The airport is integral to the livelihood of the City, but the reliance on the ferry creates time and logistical challenges for people travelling to and from the City. Members of the community felt that building a bridge to the airport or centralizing where the airport, ferry terminals, and rail stations would help improve access to these transportation options.

The City's OCP identifies a new airport ferry landing at Rotary Waterfront Park at the foot of Bill Murray Way. The City is already actively planning for a new airport. The City is also highly supportive of initiatives by local agencies and encourages any senior government initiatives to provide a fixed link bridge from Kaien Island to Digby Island. The City should continue to advance the planning and design of a new airport ferry landing at Rotary Waterfront Park .



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MOBILITY HUBS

- Mobility Hub
- Mobility Hub Buffer (400 m)
- Ferry Terminal
- Recreation Facility
- Museum of Northern British Columbia
- Prince Rupert Airport
- Prince Rupert City Hall
- Prince Rupert Public Library
- Prince Rupert Regional Hospital
- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

THE CITY OF PRINCE RUPERT
TRANSPORTATION PLAN

Strategy 1.3: Improve accessibility of travel information

Wayfinding and information about key destinations is important for an attractive transportation system. Improved travel information would be helpful for residents and visitors arriving in the City and could include details about travel options, how to get around the City, how best to get to destinations, and real-time updates on delays and service interruptions. This strategy outlines actions the City can take to improve the accessibility of travel information in Prince Rupert.

Action 1.3A: Provide up-to-date travel information on the City website

The City could leverage its website to provide up-to-date travel information and use the opportunity to integrate multi-modal schedule information from the airport website and BC Ferries to make the information easy to find and understand.

Action 1.3B: Distribute hard copy schedule information

Some people may not have access to the internet or smartphones and would appreciate information on transportation options in Prince Rupert in hard copy. The City can work with BC Transit to include intermodal connection timing, locations and contact information on transit maps and schedules, making these available at key entry destinations (the airport, ferry terminals, transit exchange), working with service providers to update these documents as required.

Strategy 1.4: Work with transportation service providers to improve service to and from Prince Rupert

Community members indicated a broad desire for more options for transportation services that provide connections in and out of the City. These services include air, ferry, and rail services, the majority of which are privately operated or revenue-driven programs. The City has limited ability to require these operators to act, but there are opportunities to work with current operators to discuss the level of service that they provide and to ensure there are opportunities for new operators that might want to establish new services. This would help to ensure a more resilient transportation system by ensuring more transportation options. This strategy outlines the actions the City can take to improve and bring new services into Prince Rupert.

Action 1.4A: Work with current transportation service providers to identify opportunities to improve service and connections in the city

Throughout the planning process, community members noted that it is challenging to get in and out of Prince Rupert. Currently there are a limited number of flight, rail, and marine options that enter and depart Prince Rupert, making it challenging to connect to other destinations. Community members would like to see connections to other communities strengthened with increased frequency of regional transportation options and more integrated scheduling to make connections easier. The City should work with current operators to improve service and provide additional mobility options.

Action 1.4B: Identify opportunities to incentivize the establishment of new transportation service providers to increase competition for passenger benefit

As a small community, the market for transportation options in Prince Rupert is also small. As a result, some operators do not have much competition or a need to innovate. In addition, travel to and from Prince Rupert is expensive due to the community's relatively remote location. The City should identify opportunities to help operators reduce costs and to streamline potential operations to create a more favourable business climate for potential future service providers. The City can study potential ways to incentivize and encourage market innovation such as removing policy barriers, investing in infrastructure, updating policy, digital platforms (including Mobility as a Service), dynamic pricing or transparent fare structures, and incentives for service outside of peak times or areas, etc.

4.0 ACTIVE TRANSPORTATION



4.1 BACKGROUND

Active transportation refers to all forms of human-powered transportation that move people and goods to and from destinations. Walking – including people using personal mobility devices such as wheelchairs and mobility scooters – and cycling are the most popular forms of active transportation, but it can also include other forms of human-powered transportation such as skateboarding, scootering, and in-line skating. Electric micro-mobility devices such as e-bikes, e-scooters, and other small, one-person electric vehicles are also an increasingly popular means of travel that often share the same spaces as bicycles and other active transportation users.

Active transportation already accounts for approximately 11% of all trips in Prince Rupert, with walking accounting for 10%, despite significant gaps in the sidewalk and cycling networks. In addition, 75% of all trips are less than 15 minutes in length, a distance which could be easily replaced by walking or cycling. The City should encourage a modal shift towards active transportation .

This section focuses on how the City can encourage active transportation modes as preferred modes for more trips.

4.2 ISSUES & OPPORTUNITIES

A number of issues and opportunities for improving active transportation were identified through the first round of engagement. Through the first online survey, the top three identified issues or challenges for walking or using a mobility aid in Prince Rupert were the **poor condition of sidewalks and pathways**, **poor weather**, and **lack of sidewalks or pathways**. The top three identified opportunities to improve walking or using a mobility aid were **providing more paved multi-use pathways**, **more sidewalks**, and **more well-marked crosswalks**.

FIGURE 2 WHAT ARE THE ISSUES OR CHALLENGES IN TERMS OF WALKING OR USING A MOBILITY AID IN PRINCE RUPERT? (N=246)



Sidewalks/pathways in poor condition | *Poor weather* | *Lack of sidewalks/pathways*

FIGURE 3 WHAT TYPES OF WALKING OR MOBILITY AID INFRASTRUCTURE WOULD YOU LIKE TO SEE MORE OF IN PRINCE RUPERT? (N=243)



Paved multi-use pathways | *Sidewalks* | *Well-marked crosswalks*

The top three identified issues or challenges for cycling or rolling in Prince Rupert were the lack of **cycling infrastructure**, **roads in poor condition**, and **poor weather**. The top three identified opportunities to improve cycling or rolling were **providing more physically separated bicycle lanes**, **painted bicycle lanes**, and **paved multi-use pathways**.

FIGURE 4 WHAT ARE THE ISSUES OR CHALLENGES IN TERMS OF CYCLING OR ROLLING IN PRINCE RUPERT? (N=237)



Lack of cycling lanes/pathways



Roads in poor condition



Poor weather

FIGURE 5 WHAT TYPES OF CYCLING OR ROLLING INFRASTRUCTURE WOULD YOU LIKE TO SEE IN PRINCE RUPERT? (N=240)



Physically-separated cycling lanes



Painted cycling lanes



Paved multi-use pathways

The following points further address issues and opportunities for active transportation in Prince Rupert:

- There are **many gaps in the sidewalk network** with approximately half (49.8%) of streets in Prince Rupert having no sidewalks on either side of the street. While the City has a compact urban form, walkability was a main theme from community engagement, with sidewalk and pathway condition and lack of presence being a top concern. Community members would also like to see more paved multi-use pathways.
- **Pedestrian safety and accessibility** are concerns, particularly at intersections, due to wide crossing distances, a lack of curb letdowns, and a lack of crosswalks. Well-marked crosswalks were requested and community members would also like to see safety enforced as there were concerns around personal safety.
- There are currently **no dedicated on-street cycling facilities** or active mobility corridors in the city. The community would like to see more cycling infrastructure such as physically separated bicycle lanes, painted bicycle lanes, paved multi-use pathways, and more bicycle parking.
- **The trail network is extensive** with over 50 kilometres of trails, but the existing trails are made up of challenging terrain and not accessible for all. Community members felt that the trail network is an asset and are generally satisfied with the network but felt improvements could be made.
- **Maintenance** and the condition of active transportation infrastructure was identified as a key issue or challenge for both walking and cycling.
- While the City's Zoning Bylaw does provide requirements for bicycle parking, it does not provide requirements for other **end-of-trip facilities** such as showers and clothing lockers.
- Community members would like to see active transportation modes have more **connectivity to other modes** of transportation such as transit.
- The community would like to see **more amenities** in the city, including more tree canopy, placemaking, encouraging vibrant retail beside pedestrian routes, shelters, and weather protection. Other amenity suggestions include adding public washrooms where public spaces connect.

4.3 STRATEGIES AND ACTIONS

Investments in active transportation infrastructure and support programs can make travelling by walking, cycling, rolling, or using a mobility aid, a more safe, convenient, and enjoyable experience. This would help make active transportation modes the preferred modes for more trips. Ten strategies have been identified to improve active transportation:

- Strategy 2.1: Develop and adopt complete streets design standards focusing on enhanced active transportation facilities
- Strategy 2.2: Build a complete, connected, and accessible sidewalk network
- Strategy 2.3: Make walking a safe and more enjoyable experience
- Strategy 2.4: Design streets and trails to be universally accessible
- Strategy 2.5: Build a cycling and rolling network for people of all ages and abilities
- Strategy 2.6: Enhance trails and multi-use pathways to provide recreational opportunities
- Strategy 2.7: Create and enhance existing crossings to accommodate people of all ages and abilities
- Strategy 2.8: Focus on quick-build approaches to implementing pedestrian and cycling infrastructure using low-cost, flexile materials
- Strategy 2.9: Maintain active transportation facilities year-round
- Strategy 2.10: Develop support programs and initiatives that encourage people to use active transportation as the preferred mode for more trips

Each of these strategies are described in further detail below along with more detailed actions to lay out the steps the City can take to improve active transportation.

Strategy 2.1: Develop and adopt complete streets standards focusing on enhanced active transportation facilities

Streets are multi-functional spaces that serve many users and different modes of transportation. Streets should be planned, designed, operated, and maintained to enable accessible, comfortable, convenient, and safe access and mobility for all users, regardless of their selected mode of travel. This means accommodating the following functions within the road allowance:

- **Mobility of People:** Streets enable people to travel to their desired destination, including trips within a community or between communities, by walking, rolling, cycling, taking transit, ridesharing, driving, and any combination.
- **Mobility of Goods:** Streets support the reliable movement of goods and services to serve the local economy and beyond.
- **Access for People:** Streets facilitate people's arrival to their destination or transfer point between modes. Access for people includes bus stops, bicycle parking, passenger loading zones, and driveways.
- **Access for Goods:** Streets facilitate the exchange of goods and services between buyers and sellers by providing the infrastructure and interfacing between the street, building, and commercial or business activity, including but not limited to sidewalk, storefront, display, driveway, and loading facilities.
- **Activation:** Streets provide social spaces for people to inhabit and enjoy, and contribute to a community's vibrancy, safety, and sense of place. Street activation includes plazas and parklets, outdoor patios, public art, wayfinding and special street name signage, and street furniture.

- **Greening:** Streets incorporate landscaping and sustainable features within streetscape design to mimic natural systems found in nature and contributes to aesthetics, comfort, and enjoyment of moving through or being on the street.
- **Storage:** Streets can provide parking for cars, commercial vehicles, bicycles, scooters, and other emerging technologies, as well as receptacles (i.e. recycling and garbage) to support people's use of the street

Action 2.1A Develop updated street design standards based on complete streets principles focusing on enhanced active transportation facilities

Complete Streets is an approach to street design that considers the surrounding context, land use, and all street users – not just the movement of vehicles. Complete Streets ensure that the design and operation of the entire right-of-way support all road users. Because Complete Streets take a balanced approach to designing streets, they can reduce the frequency of collisions, better support land uses, and shift mode share to more active and sustainable modes. Planning and designing Complete Streets means providing characteristics that make streets destinations – places for people to be, instead of places to move through.

The City has a Subdivision and Development Servicing Standards Bylaw that is in line with industry standards such as Master Municipal Construction Documents (MMCD). The City should update this bylaw to be in line with best practices for active transportation and ensuring alignment with the BC Active Transportation Design Guide, with standard cross-section drawings for each classification of street to ensure all streets provide space for all roadway users and include boulevards and other features of complete streets and green streets.

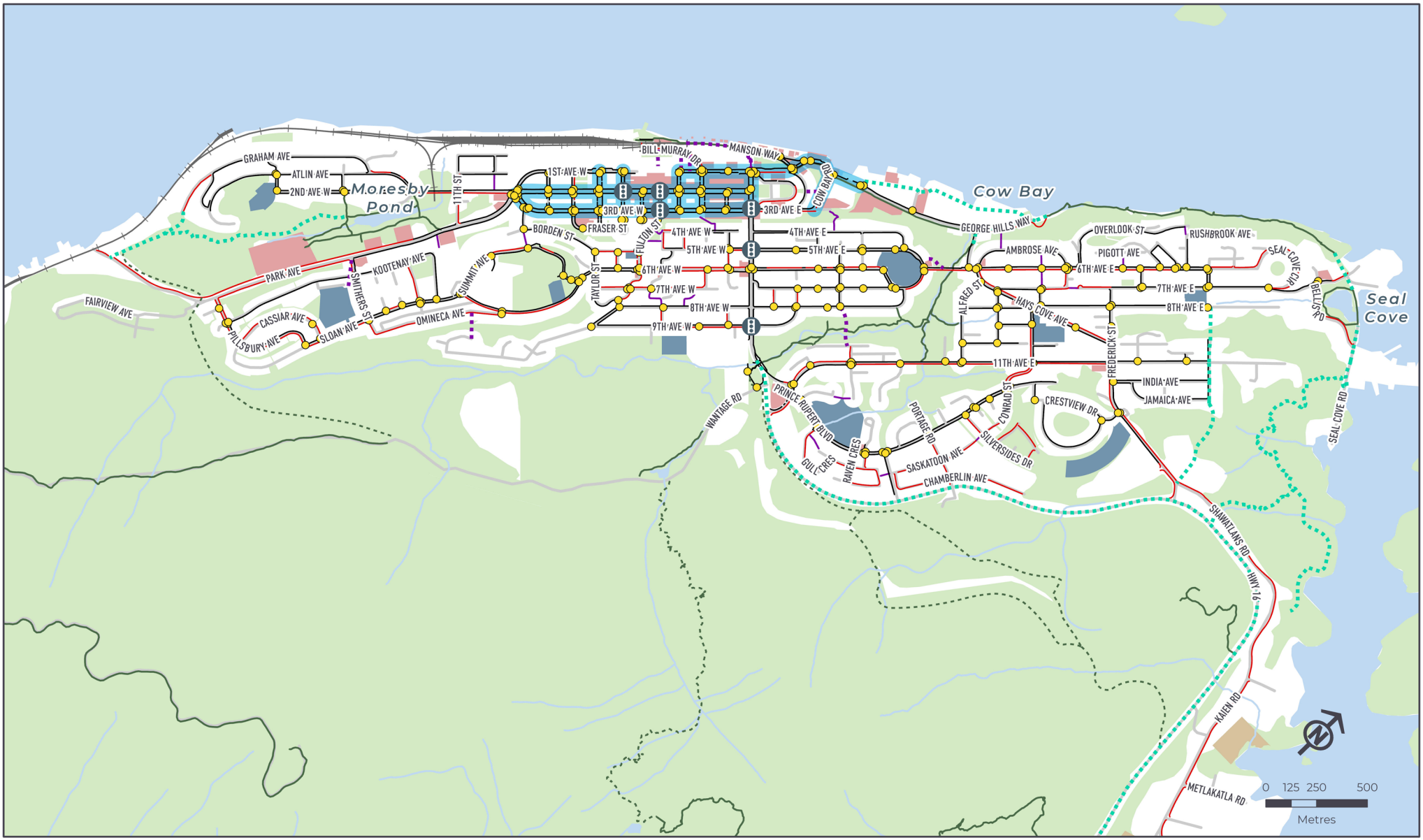
Strategy 2.2: Build a complete, connected, and accessible sidewalk network

Walking is the most fundamental form of transportation and is essential for health and well-being. Walking is a part of every trip, whether that trip is made by car, transit, or bicycle. If suitable conditions exist within a community – such as having a complete sidewalk network that connects people to the destinations they want to visit – walking trips can be increased. This strategy includes actions to fill in gaps in the sidewalk network and ensuring that new sidewalks are built to a minimum standard.

Action 2.2A: Fill in gaps in the sidewalk network by strategically investing in new sidewalks

Although Prince Rupert has a well-developed sidewalk network, there are significant gaps in the network and areas of the City with little sidewalk coverage. This can create connectivity and accessibility issues for pedestrians. Sidewalk coverage and filling in gaps in the network is particularly important within high activity areas, along bus routes, and near parks, schools, hospitals, and other community destinations. The City should work to strategically invest in completing the sidewalk network. The recommended long-term sidewalk network is shown in **Map 2**. The long-term sidewalk network was developed based on the following principles:

- Sidewalks should be provided on **both sides of all arterial and collector streets**;
- Sidewalks should be provided on **both sides of all streets in the City Core**;
- Sidewalks should be provided on **at least one side of all local streets**, except where they end in cul-de-sacs;
- Sidewalks should be provided **directly adjacent to all schools and community facilities**, on the same side of the street as those facilities;
- Sidewalks should be provided **on all bus routes**, on the same side of the street as bus stops and connecting directly to bus stops; and
- Sidewalks should be provided to **complete any gaps in the network**.



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PROPOSED PEDESTRIAN FACILITIES

- Crosswalk
- Traffic Signal
- Existing Sidewalk
- Proposed Sidewalk
- Existing Trail
- Proposed Trail
- Existing Walking Path / Stairs
- Proposed Walking Path / Stairs
- Proposed Multi-Use Pathway
- Pedestrian Priority Street
- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

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Action 2.2B: Develop sidewalk requirements for all new and upgraded streets

The City should develop sidewalk requirements and incorporate them in standard street cross-sections for all road classifications in its Subdivision and Development Servicing Standards Bylaw. Sidewalk standards should be consistent with best practices as outlined in the B.C. Active Transportation Design guide, including:

- Sidewalks should be provided on **both sides of all arterial and collector streets**;
- Sidewalks should be provided on **at least one side of all local streets**, except where they end in cul-de-sacs;
- Sidewalks should be a **minimum of 1.8 metres in width, and wider in areas of high pedestrian activity**;
- Where possible, sidewalks should include a **furnishing zone** to provide a buffer between the sidewalk and the roadway. This furnishing zone helps to create a more comfortable walking environment and can also provide opportunities or street trees, benches, street lighting, utilities, and other amenities.

Strategy 2.3: Make walking a safe and more enjoyable experience

Walking can be the preferred choice for most trips if it is time efficient, safe, and pleasant in both perception and reality. Beyond active transportation infrastructure such as sidewalks, the City can invest in high-quality public spaces and amenities and employ design elements such as Crime Prevention Through Environmental Design (CPTED). This strategy outlines actions the City can implement to make walking an enjoyable activity and preferred choice for most short trips in Prince Rupert.

Action 2.3A: Invest in the public realm and urban design features to create a great walking experience year-round

In addition to investing in infrastructure such as sidewalks, the overall design of the City's streets and neighbourhoods play an important role in promoting walking. Creating comfortable walkable spaces requires making pedestrians a priority at each stage of the development process and considering them comprehensively within the full design process. A number of urban design features and treatments should be used to improve the attractiveness and vibrancy of the City's streets and other pedestrian facilities, including:

- **Weather protection** such as awnings to address Prince Rupert's unique climate and provide shelter from rain, snow, and sun and create more inviting and sheltered outdoor spaces year round.
- **Placemaking and plazas** to create more spaces for people to linger, gather, and socialize
- **Street lighting** to ensure pedestrian comfort as well as safety and security at all times of day, including pedestrian-scale lighting along commercial frontages, at transit stops or within other high pedestrian activity spaces.
- **Pedestrian amenities** such as places to rest, public art, drinking fountains, bathrooms to improve the attractiveness and comfort of the pedestrian environment and to create great 'people places'.
- **Street trees, landscaping, and boulevards** to increase the City's tree canopy, with priority on streets with high pedestrian demand, traffic volumes and where parking does not provide a buffer between the road and sidewalk.

Action 2.3B: Improve personal safety and security by following Crime Prevention Through Environmental Design (CPTED) principles

There are some areas of the City that are concealed or isolated, which can result in people feeling insecure or unsafe in these spaces. The City should focus on improving public security by focusing on Crime Prevention Through Environmental Design (CPTED), which is an approach to planning and designing communities that reduces opportunities for crime, and through the application of its design principles, ensuring people feel safe

when they travel. CPTED principles suggest minimizing concealed and isolated routes or areas because people feel insecure in these spaces. By connecting them to the sidewalk network, and enhancing natural surveillance as well as lighting and sightlines, this can increase activity and make spaces feel safer and more inviting.

Action 2.3C: Work with Tourism Prince Rupert to support the implementation of a pedestrian wayfinding strategy for residents and visitors

While many residents know how to travel through Prince Rupert by car, not everyone may know the best route. In addition, the City is also home to a significant tourism sector as a gateway community and with increasing cruise ship passengers. Pedestrian wayfinding creates a navigable pedestrian environment by identifying pedestrian routes, key destinations, and distances that allow users to assess their ability and comfort. Wayfinding can also enhance the route or neighbourhood's character, creating a sense of place. Tourism Prince Rupert is already working on a pedestrian wayfinding strategy for residents and visitors. The City should support Tourism Prince Rupert in implementing enhanced pedestrian wayfinding.

Strategy 2.4: Design streets and trails to be universally accessible

A universally accessible transportation network is one that allows access by all people, regardless of their age, size, ability, or disability because of its design and composition. This includes people with reduced mobility, vision, hearing, strength, dexterity, and comprehension, among others. Designing streets and trails with pedestrian accessibility in mind can make it easy and convenient to walk to everyday destinations for a wide range of people. Best practice in accessibility is to follow Universal Design principles, which create inclusion for all by making designs equitable, flexible, and intuitive to navigate. This strategy highlights steps the City can take to apply an accessibility lens in the design.

Action 2.4A: Ensure streets are designed to be universally accessible

The City should update its design standards in its Subdivision and Development Servicing Standards Bylaw to follow universal design best practices. The B.C. Active Transportation Design Guide lays out a universal accessibility design toolkit covering a range of strategies that can improve the pedestrian network in Prince Rupert, including:

- **Accessible sidewalks** (at least 1.8 metres wide) that are free of obstructions;
- **Smooth surfaces** that are firm, slip-resistant, free of tripping hazards, and well maintained year-round;
- **Accessible curb ramps** at intersections;
- **Frequent benches and resting spots**, especially on uphill segments;
- **Detectable warning surfaces**;
- **Audible pedestrian signals**;
- Pedestrian-scale lighting and improved **lighting** and crosswalks; and
- Intuitive **wayfinding**.

As best practices evolve, the City should update its design standards to ensure that people of all ages and abilities can navigate the street network in Prince Rupert.

Action 2.4B: Ensure trails are designed to be universally accessible

Prince Rupert has an extensive network of trails that provide the community with a place to recreate, exercise, and connect with nature and others. However, many trails can be quite difficult to navigate due to challenging terrain. In 2017, the Kaien Island Trail Enhancement and Recreation Society developed the Kaien Island Trail Network Plan. The City should focus on opportunities to improve trail accessibility, including:

- Providing **switchback pathways** at accessible grades in addition to or instead of stairs where feasible;
- **Avoiding the use of maze gates** which make it challenging for some users to access;
- Providing **landing areas** on stairs;
- Providing **benches** to provide opportunities to rest; and
- Ensuring stairs have **hand rails**.

Strategy 2.5: Build a cycling and rolling network for people of all ages and abilities

Currently, there are no dedicated on-street cycling or active mobility corridors in Prince Rupert. A complete and connected network of All Ages and Abilities (AAA) bicycle facilities is required to see a significant increase in cycling mode share. Focusing on creating a safe, comfortable, connected, and convenient network of bicycle facilities can see significant gains in ridership and encourages more diverse cyclists, such as women, children, and seniors. In addition to bicycle facilities, the City should invest in support facilities such as bicycle parking, end-of-trip facilities, and wayfinding to make cycling an easy and enjoyable mode of transportation for a broad cross section of people. This strategy outlines actions for how the City can make cycling and rolling an attractive, convenient, and fun transportation option in Prince Rupert.

Action 2.5A: Build a complete, comfortable, and connected cycling and rolling network

The City should work towards developing a City-wide All Ages and Abilities ('AAA') cycling and rolling network that consists of physically separated facilities such as multi-use pathways, protected bicycle lanes, and off-street pathways on streets with high traffic volumes, and local street bikeways on quieter streets. The network should be integrated with on-street and off-street active transportation facilities to support recreation and commuting.

The cycling and rolling network is shown in **Map 3** and was developed based on the following principles:

- **A Comfortable Network.** The proposed cycling and rolling network focuses on developing a AAA network. The purpose of a AAA network is to provide an interconnected system of cycling and rolling facilities that are comfortable and attractive for all users. The AAA cycling and rolling network includes three types of bicycle facilities that are most effective at increasing ridership: local street bikeways, protected bicycle lanes, and off-street pathways, as shown below. These facilities are the most preferred types of facilities by all users and are proven to be the safest types of facilities.



FIGURE 1 PRINCE RUPERT TRANSPORTATION PLAN
INTERIM REPORT #3 - OPTIONS DEVELOPMENT

- **A Complete Network.** The proposed cycling and rolling network ensures all areas within Prince Rupert are within a close distance to a designated and complete cycling and rolling corridor. This involves developing a minimum City-wide grid that ensures that most residents and areas of the City are within 400 metres of a designated cycling and rolling corridor.
- **A Connected Network.** Providing direct AAA routes to Prince Rupert's waterfront, commercial, businesses, employment and educational destinations is an important component of making cycling and rolling an attractive transportation option. The proposed cycling and rolling network aims to provide high quality and direct north-south and east-west connections to connect each of the City's key community destinations such as schools, parks, and recreational opportunities.

Action 2.5B: Develop design standards to provide AAA cycling and rolling facilities based on the B.C. Active Transportation Design Guide

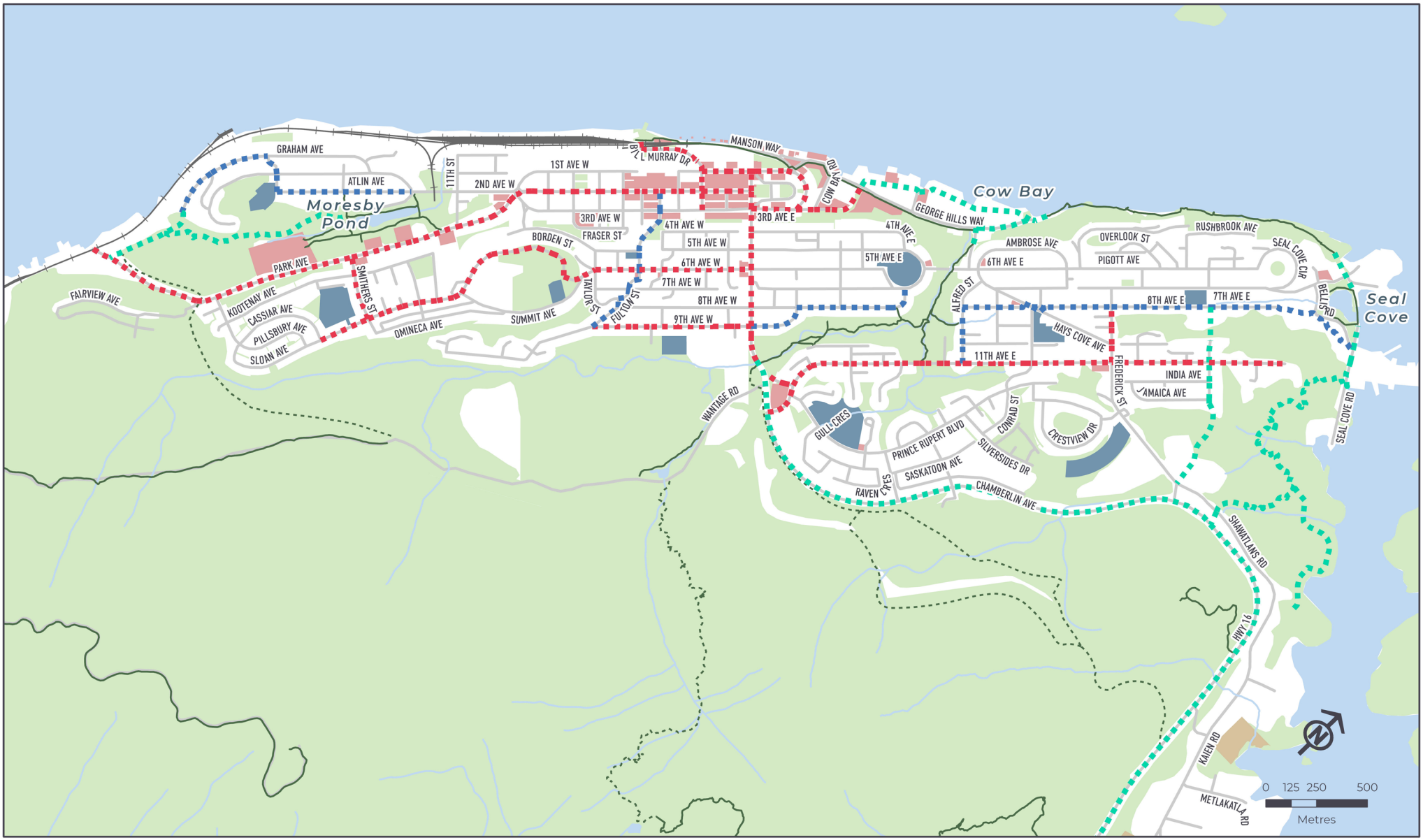
Developing a design standard for cycling and rolling facilities means that all new infrastructure will be in line with that standard, whether they are built by the City or a developer. Developing design standards that are in line with the B.C. Active Transportation Design Guide means that these facilities will be considered comfortable for people of all ages and abilities and in line with national and international best practices. Design standards can include requirements for protected bicycle lanes, multi-use pathways, and other facility types, such as when they are required based on the road classification, how many (both or one side of the street), and how wide. The City should develop design standards for cycling and rolling facilities and incorporate them in standard street cross-sections for all road classifications in its Subdivision and Development Servicing Standards Bylaw.

Action 2.5C: Provide secure bicycle parking and end-of-trip facilities throughout the City

Bicycle parking and other end-of-trip facilities (such as showers, lockers, and repair stands) help to make cycling more attractive and convenient. Both short-term (e.g., bicycle racks) and long-term (e.g., bicycle lockers, cages, and parkades) bicycle parking options are important in making cycling a feasible everyday mode of transportation. Bicycle parking design should consider a range of bicycle shapes and sizes, including cargo bikes and bicycles with trailers. Bicycle racks can be branded and designed to enhance the streetscape as long they remain fully functional. The B.C. Active Transportation Design Guide recommends that 50% of long-term and 10% of short-term bicycle parking be designed to accommodate e-bikes by providing an electrical outlet. The B.C. Active Transportation Design Guide provides a full overview of end-of-trip facilities. The City should seek to provide secure bicycle parking and end-of-trip facilities in Prince Rupert.

Action 2.5D: Update the Zoning Bylaw to support the installation of more high quality short- and long-term bicycle parking, e-bike charging infrastructure, and end-of-trip facilities throughout the community.

The City's Zoning Bylaw currently outlines minimum width dimensions and overhead clearance for bicycle parking which can be reviewed to strengthen the quality of the provision of bicycle parking. For example, the City can include the distinction between short-term and long-term bicycle parking (where short-term is typically outdoors and located in front of a building or within the public right-of-way, and long-term bicycle parking is typically indoors or covered and located within an enclosed space, making it more secure). In addition, the Zoning Bylaw could be amended to include requirements for e-bike charging, end-of-trip facilities such as showers, lockers, repair stands, and cages, as well as considerations for bicycles that are of different shapes and sizes (such as recumbent bicycles or cargo bicycles). The City should update its Zoning Bylaw to provide high quality bicycle parking and end-of-trip facilities throughout the community.



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PROPOSED CYCLING FACILITIES

- Proposed Protected Bicycle Lane
- Proposed Local Street Bikeway
- Proposed Multi-Use Pathway
- Existing Trail
- Proposed Trail
- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

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TRANSPORTATION PLAN

Action 2.5E: Incorporate end-of-trip amenities at City properties that promote active transportation

While the Zoning Bylaw supports the incorporation of end-of-trip facilities in new developments, the City can take a proactive role in increasing the frequency and supply of cycling amenities at City-owned properties as outlined in Action 2.4D. This includes understanding the current supply and demand of cycling amenities and prioritizing the implementation at strategic locations such as community destinations or along well-used routes.

Action 2.5F: Develop a cycling wayfinding strategy and implement wayfinding signage throughout the city.

Cohesive and consistent cycling wayfinding makes for a safer and more enjoyable cycling experience for all. Wayfinding for cyclists can include pavement markings, signage, as well as physical or online maps that highlight the cycling network by facility type or comfort level. Other signs, such as Share the Road signs, can help to raise awareness for drivers. Wayfinding ultimately is meant to support cyclists in navigating a neighbourhood or area, and can be a way to brand routes, seamlessly connect to other routes, and build a culture of cycling. The City should develop a cycling wayfinding strategy that identifies signage needs, enhances wayfinding on existing facilities, and incorporates new wayfinding on future facilities.

Strategy 2.6: Enhance trails and multi-use pathways to provide recreational opportunities

Prince Rupert is well known for is beautiful natural setting and extensive recreational opportunities. The City has an extensive network of approximately 50 km of trails as well as 25 km of potential future trails that offer easy access to nature and recreational opportunities. However, many trails require upgrades to ensure they are well-maintained and accessible throughout the year. While trails refer to facilities that are accessible and intended for people walking, the City should also focus on multi-use pathways that support all forms of active transportation, including walking, jogging, cycling, skateboarding, rollerblading, and people using mobility aids. This strategy outlines actions the City can take to make trails and multi-use pathways suitable for recreation for people of all ages and abilities.

Action 2.6A: Explore the feasibility of paving and upgrading trails and multi-use pathways in the City to meet AAA standards.

Many of the existing trails and multi-use pathways in Prince Rupert are not accessible for people of all ages and abilities, and are not navigable by cyclists. Many of them have challenging terrain, with narrow, unpaved, dark pathways, with some overgrown areas and many stairs. In locations through environmentally sensitive areas, paving trails is often not preferred; however, there may be opportunities on routes that are well used, and provide a longer connection that is part of the larger transportation network to update existing trails to meet AAA standards, including wider, paved trails with more amenities such as lighting and benches. The City should conduct a study to explore the feasibility and desirability of paving and upgrading trails in the city to be accessible for people of all ages and abilities.

Action 2.6B: Continue to provide pathway and stairway connections

Stairways can help to maintain connectivity where standard pathways and ramps are not feasible. While stairways are not accessible for people using mobility devices, they provide railings and intermittent landing areas that allow people to rest, aiding their ascent. If stairways are used, a parallel accessible pedestrian route should be provided, if possible. Staircases should also be well maintained and inviting, including firm steps and solid railings. The City has implemented pathway and stairway connections through its trails and greenways to mitigate some of the steep and difficult terrain, and should continue to do so.

Action 2.6C: Develop a series of trail 'loops' throughout the city

To help promote increased recreation on the trail network, as well as to promote tourism, the City should develop and promote a series of recreational loops that provide continuous connections to key destinations throughout the community, linking trails and greenways. These loops can make it easier for residents to navigate the cycling and rolling network and can also encourage residents and visitors to experience the varied beauty of Prince Rupert. The City should work with Kaien Island Trail Enhancement and Recreation Society to implement the Island Wide Pathway Network and promote a series of recreation loops throughout the city.

Strategy 2.7: Create and enhance existing crossings to accommodate people of all ages and abilities

Crossings are important in creating opportunities for people walking, cycling, and rolling to safely cross streets. However, there are important considerations to ensure that crossings are safe for people walking, cycling, and rolling. In the community survey, respondents noted that crosswalks in Prince Rupert are not visible enough and that crossing improvements are needed to make them safer, in addition to identifying locations that need new crossings. This strategy outlines locations and actions to improve the safety of existing crossings and better facilitate safe active transportation crossings.

Action 2.7A: Provide additional pedestrian crossing enhancements to improve pedestrian safety and accessibility

Creating safe and direct pedestrian connections, including mid-block crossings and cut throughs, helps make walking a safer and more enjoyable experience for people of all ages and abilities. The following enhancements should be considered along with the implementation of any crosswalk improvements:

- New marked crosswalks include opportunities for new crosswalks where warranted to improve pedestrian safety, connectivity, and accessibility. Raised crosswalks can also be used to extend the level of the sidewalk across the road and act as a traffic calming measure.
- Crosswalk upgrades include enhanced treatments such as Rectangular Rapid Flashing Beacons (RRFBs) and overhead flashers to raise visibility at crosswalks. To make crosswalks even more visible, pedestrian activated flashing lights can also be provided overhead. This would be more costly but may be more advantageous at certain locations.
- Curb extensions can be provided along roads with permanent parking to reduce pedestrian crossing distances.
- Aligned curb let-downs can increase the effectiveness and accessibility of crosswalks. It is also advisable to provide smaller curb radii so that curb let-downs can be aligned with crosswalks rather than directing pedestrians away from the painted crosswalk. This is especially important for users of mobility devices.
- Tactile surface treatments are treatments that can alert visually impaired pedestrians of the location of the edge of the curb and further direct them into the crosswalk (in addition to the aligned curbs noted above). locations where pedestrian volumes are high.
- Lighting should be present at all intersections to ensure people walking are clearly visible at night.
- Audible pedestrian signals can be used at signalized intersections to assist pedestrians with disabilities by communicating when to walk in non-visual formats, including audible tones, speech messages, or vibrating surfaces. Braille can also be found on pedestrian signals.
- Pedestrian countdown timers indicate to people walking how much time they have to cross the street at a signalized intersection. Countdown timers may be installed with or without pedestrian push button actuation.

The City should assess locations identified through public feedback and other studies to identify locations where new or enhanced crossings are warranted as per criteria established by the Transportation Association of Canada.

The community survey identified the following locations as requiring additional study into enhancements and crossings:

- New crossing at McBride Street and 9th Avenue
- Hwy 16 between 9th street and 2nd street (each intersection)
- Crossing improvements at library (6th Ave E and McBride)
- Intersection upgrades where McBride Street and Highway 16 separate"

Action 2.7B: Provide cycling crossing treatments to improve cycling safety

Intersections tend to be high conflict areas along cycling and rolling corridors, so careful consideration must be taken to ensure people cycling and rolling can navigate them in a safe and comfortable manner. These areas need treatments that make people cycling clearly visible to motorists at intersections. Treatments should aim to increase visibility, indicate clear right-of-way, and facilitate eye contact and awareness with other modes. Intersection treatments can improve cycling movements and can be coordinated with timed or specialized signals.

Crossing treatments can include elements such as colour, signage, medians, signal detection, and pavement markings. The type of treatment required depends on the bicycle facility, whether there are intersecting bicycle routes, street classification, and land use. Some examples of crossing treatments include:

- Protected intersections combine bicycle signal phasing, design elements and space allocation to help protect cyclists from turning cars.
- Coloured conflict zone Markings include green markings to designate conflict zones and areas where people cycling are travelling. They raise awareness and visibility of people cycling, make cycling movements more predictable, guide bicycle users and motorists through conflict zones or complex intersections, and provide clarity of right-of-way.
- Dashed bicycle lane markings through intersections position people cycling appropriately as they travel through the intersection and make other road users aware of people cycling.
- Bicycle boxes provide a space for people cycling to wait to cross the intersection. They are often located in advance of a vehicle stop line and provide the person cycling with a "head start" and make them more visible.
- Reduced crossing distances through treatments such as curb extensions or two-stage median crossings, which are positioned in the middle of the roadway allowing people cycling to cross the road in two stages instead of one providing them with a space to wait before making the second stage of their crossing.
- Cross-rides are pavement markings used to indicate that people cycling are permitted to use the crosswalk and do not need to dismount, although people cycling still need to yield to motor vehicle traffic before crossing at a cross-ride. These pavement markings may be combined with a pedestrian crosswalk or used on their own to indicate a separated bicycle crossing.
- Enhanced Bicycle Signal Crossings can include full signals as well as pedestrian and bicycle activated signals. Bicycle loop detectors, bicycle pushbuttons, or other technologies such as video, infrared, or pressurized mats can activate the signals. Dedicated bicycle signals with bicycle symbols on the signal heads can provide phasing between cyclists and motorists.

Strategy 2.8: Focus on quick-build approaches to implementing pedestrian and cycling infrastructure using low-cost, flexile materials

Over the past several years, cities across Canada and throughout the world have increasingly shifted their approach to delivering active transportation infrastructure by following a rapid implementation or quick-build approach. Rapid implementation facilitates an urgent response to a range of critical issues facing our communities as outlined above, including climate action, social inequity, public health, road safety, congestion, and increasingly constrained municipal budgets.

Rapid implementation of active transportation infrastructure provides the opportunity to quickly change the function of a street with temporary or low-cost, flexible materials, meaning a faster and more cost-effective active transportation route or network. It also allows for on the ground design adjustments, acting as an interim period prior to implementing more permanent materials if desired. Ultimately, it is another tool for cities to act quickly, leave room to make modifications as the need arises, and do so in the most cost-effective way possible.

Rapid implementation enables the delivery of AAA active transportation infrastructure—as well as comprehensive active transportation networks—all at once and at a lower cost than traditional methods. This strategy lays out the steps the City can take to implement active transportation facilities using a quick-build, or rapid implementation approach

Action 2.8A: Implement bicycle facilities using low-cost, adjustable materials

Rapid implementation projects are typically implemented within the curb-to-curb width, often by reallocating road space from other uses such as on-street parking and/or motor vehicle lanes to accommodate bikeways. They use adjustable materials that have relatively low costs compared to typical capital projects such as painted buffers, flexible delineator posts, modular plastic curbs, planter boxes, pre-cast concrete curbs, extruded curbs, and concrete barriers. These treatments will work well in a coastal climate like Prince Rupert's.

Rapid implementation allows for the faster and more cost-effective implementation of complete cycling networks. It also provides more flexible infrastructure that can be quickly adjusted in response to public and stakeholder input. This also helps leverage the City's investments by focusing on low-cost improvements over the near-term, while working towards longer-term more permanent improvements that could be integrated with utility repairs or road upgrades.

Action 2.8B: Implement pedestrian safety and placemaking improvements following a tactical urbanism approach

Tactical urbanism is a valuable tool that enables light, quick, and cheap implementation of pedestrian safety and placemaking projects that address safety issues, equity concerns, and infrastructure gaps while engaging with the community. It consists of a series of rapid, low cost project implementation techniques that aim to test and showcase new ideas, enhance the public realm, and create lasting positive outcomes.

Tactical urbanism projects can include temporary parklets, street closures, and a number of other fun and creative project types. These projects can be on the ground for anywhere from a few hours to days or even weeks, and they can sometimes be transitioned into permanent projects. The City should identify opportunities to use tactical urbanism to implement safety improvements, such as interim curb extensions at intersections and improvements around schools, as well as for placemaking opportunities, as shown in **Map 4**.



PEDESTRIAN SAFETY AND PLACEMAKING IMPROVEMENTS

- Pedestrian Safety and Placemaking Improvement Site
- Crosswalk
- Traffic Signal
- Existing Sidewalk
- Existing Trail
- Existing Walking Path / Stairs
- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

THE CITY OF PRINCE RUPERT
TRANSPORTATION PLAN

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Strategy 2.9: Maintain active transportation facilities year-round

While building active transportation facilities is important to increasing active transportation use, it is equally important to maintain these facilities to ensure they are safe at all times of day and year, as well as into the future. This requires planning for the regular inspection and maintenance of active transportation infrastructure such as sidewalks, bicycle lanes, and off-street pathways, with special consideration for clearing snow and overgrowth. The community survey noted that residents like the sidewalk, cycling, and trail network but felt that the maintenance standards could be improved. They felt that maintenance improvements would help to incentivize people to use more active modes when travelling in the city. This strategy lays out the steps the City can take to keep the active transportation network in a state of good repair.

Action 2.9A: Review and update current maintenance and operating policies and procedures for active transportation infrastructure, including sidewalks, bicycle lanes, and multi-use pathways

The City currently maintains over 60 km of roads for the community, as well as four bridges. Each year, the City prioritizes areas for infrastructural renewal in the capital budget according to the needs of the community. The City can seek to prioritize upgrades to the active transportation network by incorporating all active transportation infrastructure into the asset inventory, and in turn into the City's asset management plan. In addition, the City's Snow and Ice Control Policy 300-03 determines road and sidewalk priorities in order to manage snow and ice control operations on City controlled roads and sidewalks. However, the City does not identify cycling routes or facilities, including trails, that could be cleared to better facilitate active transportation throughout the city. Currently, the City posts signs on stairs and pathways stating they are closed during winter months due to safety concerns and not having available staff to clear them of snow and ice. Residents noted in the community survey that the lack of snow removal from sidewalks is a challenge for walking. The City should review and update the maintenance and operating policies to align with the updated active transportation network, and explore ways to clear snow and ice from facilities.

Action 2.9B: Regularly inspect active transportation facilities to determine the need for maintenance, replacement, or new infrastructure.

Ensuring facilities can be used year-round is important, especially for those who rely on active and sustainable transportation as their main mode of transportation, but also to encourage more trips made by active modes year-round. Sidewalks, pathways, trails, crosswalks, and bicycle facilities need to be regularly reviewed and inspected to identify any failing infrastructure, safety concerns including overgrown vegetation, or weather-related debris or issues. The City should develop a regular inspection program to monitor and assess the condition of active transportation facilities and to determine the need for maintenance or repair. Residents noted in the community survey that overgrown vegetation presents a challenge for walking on sidewalks and trails. Some trails are not completely connected due to overgrown bushes or restricted access. The City can work to reinstate these cut throughs for pedestrian and cyclist access.

Strategy 2.10: Develop support programs and initiatives that encourage people to use active transportation as the preferred mode for more trips

Building infrastructure is a core piece of creating active and sustainable mode shift, but programs that focus on education, awareness, and incentives can support trying something new in a safe way, as well as make people feel comfortable and excited about walking, cycling, and rolling. Education and social marketing initiatives help shift travel habits by highlighting the benefits of active transportation and providing information to make the trip easier, as well as garner interest among community

members. Programs could include Safe Routes to School, cycling education programs, walking clubs, neighbourhood walking maps, wayfinding, Bike to Work/School Week, transit field trips, and more. This strategy identifies actions to encourage the use of active transportation in Prince Rupert.

Action 2.10A: Develop and support programs to encourage walking

Making walking an attractive and enjoyable activity will increase walking in Prince Rupert. The City should work with partners to develop and support a range of programs to encourage walking, including:

- **Safe Routes to school program:** These programs are designed to promote walking and cycling among school-aged children to help to encourage safe walking and cycling at a young age. These can include a "Walking School Bus" program where walking routes are coordinated, and students are "picked up" by a group of classmates so they can walk to school together. The City should develop a formal Safe Routes to School Program and develop School Travel Plans for 1-2 schools per year.
- **Walking clubs:** Forming clubs or groups can help get people active while encouraging social interaction. A common example of a walking club is a Seniors Walking Group, which provides many social and health benefits.
- **Neighbourhood walking maps:** Information about local walking routes for transportation and recreation can be provided. These maps can be linked with the bicycle network map. Maps should be available in hard copy and digital formats. Educational tips can also be provided on the City's website.

Coordination with non-profit organizations, community groups, and other agencies (e.g., ICBC, police, school district) can help improve the effectiveness of these programs. The City should partner with other organizations, agencies, non-profits, and other nearby communities to gain support for these programs and to help make them more effective

Action 2.10B: Develop and support programs and facilities to encourage cycling

Education initiatives geared towards cyclists are also important components of growing active transportation mode share. Education initiatives can include:

- **Developing materials and tools that educate all road users** on how to use cycling routes as well as supporting programs that teach skills and awareness of road safety for all road users. Adult and youth bicycle skills courses and basic maintenance workshops recognize that bicycling education is important at all ages.
- **Promotional events:** Promotional events help to raise awareness and showcase the benefits of cycling and rolling as healthy sustainable transportation options. These events can be mixed in with other active transportation events. Bike to Work Week is a fantastic example of an enjoyable community event in many communities that simultaneously promotes cycling and provides cycling education.
- **Bicycle user map:** Bicycle user maps enable users to identify designated cycling routes that match their cycling ability and comfort level. The City should develop a bicycle map that identifies bicycle facility types and includes important local destinations and amenities. The map should be available in both hard copy and digital formats. The City should consider creating an interactive online map or encouraging innovation by releasing open-source mapping data.
- **Pump tracks, bike parks, and gardens:** The City should consider opportunities to encourage cycling through recreational facilities, such as pump tracks, bike parks, and "bike traffic garden" education parks with demonstration infrastructure. These can include display boards/kiosks, bike racks, and repair stands.

The City can partner with local bicycle shops, community members, health authorities, ICBC, or others in the development of road safety awareness, bicycle skills, and bicycle clubs.

Action 2.10C: Work with large employers to find ways to manage traffic during shift changes and promote active modes.

The City can engage with and work with employers and businesses in the city to encourage flexible work hours and other Transportation Demand Management (TDM) for business measures such as transit passes, end-of-trip facilities, Bike to Work week, among many others. This can include the Port of Prince Rupert and DP World as examples of large employers that the City could partner with to promote active transportation.

Action 2.10D: Encourage development forms that allow for multiple uses and reduce travel needs.

Communities where transportation and land use are integrated have a higher sustainable mode share, as land use has a profound influence on our travel patterns. Prioritizing development and land uses that are compact and mixed use fosters a vibrant, walkable, bikeable, and healthier city. Ensuring these land uses are within a reasonable walking or cycling distance (i.e., 400-800m) and are served by frequent transit (i.e., headway of 15 minutes or less) is a way to ensure that residents are more likely to see active and sustainable transportation as the convenient choice. The City can work to encourage mixed use development that reduces the reliance on vehicles and longer trips for everyday needs by reviewing the Zoning Bylaw for opportunities to create complete communities and nodes where residents can meet their everyday needs with walking, cycling, or public transit.

5.0 PUBLIC TRANSPORTATION



5.1 BACKGROUND

Public transportation, including transit, school buses, taxis, and ride-hailing, can reduce the overall environmental and community impacts of transportation. Public transportation benefits those who choose to use it as well as those who have no other option. Public transportation provides an essential service for many community members. For people who do not drive, public transportation can often be the only option for getting to work, school, shopping areas, and recreational centres.

BC Transit provides transit service in Prince Rupert as part of the broader Prince Rupert Transit System, which encompasses transit service in Prince Rupert and Port Edward. The City works with BC Transit on matters influencing current and future services as they affect the community. Public transportation currently accounts for approximately 3.6% of commute trips made by Prince Rupert residents and supports 150,000 annual trips. However, ridership in Prince Rupert declined 3.8% from 2012-2021.

BC Transit has developed the Prince Rupert Transit Service Review (2012) and Prince Rupert and Port Edwards Transit Future Service Plan (2022). The Transit Future Service Plan states that the vision for transit in Prince Rupert is that "transit is the preferred choice for residents and visitors, attracting customers through reliable, comfortable, safe, accessible, and convenient service."

This section aligns with those documents and focuses on how the City can make improvements to the public transit system in Prince Rupert to make transit a convenient choice for residents and visitors, attracting customers through reliable, comfortable, safe, accessible, and convenient service.

5.2 ISSUES & OPPORTUNITIES

A number of issues and opportunities for improving public transportation were identified through the first round of engagement. Through the first online survey, the top three identified issues or challenges for using transit or school buses in Prince Rupert were a **lack of service on Sundays**, **infrequent service during weekday evenings**, and **infrequent service during weekdays.** The top identified issues or challenges for taxis and ride-hailing included **unreliability of taxis** and a **lack of ride-hailing services**.

FIGURE 6 WHAT ARE THE ISSUES OR CHALLENGES IN TERMS OF USING TRANSIT OR SCHOOL BUSES IN PRINCE RUPERT? (N=234)



Transit does not run on Sundays

Infrequent service during weekday evenings

Infrequent service during weekdays

FIGURE 7 WHAT ARE THE ISSUES OR CHALLENGES IN TERMS OF TAXIS AND RIDE-HAILING IN PRINCE RUPERT? (N=219)



Taxis are unreliable

Lack of ride-hailing service

The top three identified opportunities to improve public transportation were providing **transit service on Sundays**, **providing more frequent transit service**, and **providing more bus stops with amenities** such as benches and shelters.

The following points further address issues and opportunities for public transportation in Prince Rupert:

- The transit system is convenient, and Prince Rupert is generally a very walkable community which is key to a well-functioning transit system. However, **transit service is limited** on evenings, weekdays, and weekends, with no service on Sundays.
- Community members would like to see **more amenities at bus stops** such as shelters, benches, washrooms, and lighting.
- Community members suggested transit service improvements such as re-organizing the network to **provide transit service to trails, improve transit service to areas such as Cow Bay, and reduce the need to transfer buses downtown**.
- Community members would like to see **more transportation options that complement the transit system**, including integration with the active transportation system through bicycle parking, as well as a mobile app.
- A **lack of affordable transportation** options is a challenge in Prince Rupert.
- Community members felt **concern for their personal safety** on transit and have experienced **discrimination based on their race or mobility challenges**, specifically while on transit or taking taxis. Community members would like to see Equity, Diversity, and Inclusion training for transit operators and taxi drivers and programs like an alert system or Safe Spaces programs.
- Community members feel improvements could be made to **improve taxi coverage and timing**. For example, the taxi supply is short and unreliable when there is an influx of ferry passengers. Community members would like to see the introduction of ride-hailing services.

5.3 STRATEGIES AND ACTIONS

A convenient and reliable public transit system is crucial to creating a vibrant and sustainable community. The City has the opportunity to improve the service, amenities, and integration of transit in the city to work towards the vision for transit in the community. The City also has the opportunity to integrate active transportation, taxis, and ride-hailing with public transit to create a transit system that is easily accessed by all. Eight strategies have been identified to improve public transportation:

- Strategy 3.1: Advocate for BC Transit to improve transit service to make it a convenient and reliable transportation option
- Strategy 3.2: Work with BC Transit to ensure the transit network connects people to where they want to go, reducing the need to transfer
- Strategy 3.3: Improve the transit customer experience
- Strategy 3.4: Improve transit accessibility
- Strategy 3.5: Ensure the taxi supply matches the demand
- Strategy 3.6: Encourage ride-hailing to provide more transportation options
- Strategy 3.7: Manage and regulate the curbside for both ride-hailing and taxis
- Strategy 3.8: Continue to work with partners to support and improve service for children and youth travelling to and from school

Each of these strategies are described in further detail below along with more detailed actions to lay out the steps the City can take to improve public transportation.

Strategy 3.1: Advocate for BC Transit to improve transit service to make it a convenient and reliable transportation option

Ensuring that transit service is reliable and efficient is one of the most important components of making transit a competitive alternative to driving and increasing transit ridership. As transit ridership increases, the need and ability to invest in the public transit system grows. Limited transit service is one of the top issues and challenges for public transportation in Prince Rupert. Residents noted that increasing the frequency and days of service would make transit more convenient. While improving transit service is within BC Transit's jurisdiction, the City can advocate for improvements. This strategy outlines the steps the City and BC Transit can take to enhance the existing transit service to make it more convenient and reliable as a transportation option.

Action 3.1A: Continue to work with BC Transit to extend weekday service times in the mornings and evenings on weekdays in the short-term

Limited public transit service during weekday mornings and evenings was identified among the top issues and challenges for using public transit in Prince Rupert. Increased morning and evening transit service can help people who work different schedules or are travelling for social, entertainment or shopping purposes. The Transit Future Service Plan identified increased morning and evening service on weekdays as part of BC Transit's service priorities for 2022-2026. This would involve extending weekday morning service to 6:00am and weekday evening service to approximately 11:00pm with 60-minute frequency. This would require an increase of 2,925 annual service hours and one additional bus over the next five years. The City should advocate for these improvements to ensure they occur within the short-term timeframe stated by BC Transit.

Action 3.1B: Continue to work with BC Transit to introduce Sunday service in the short-term

Lack of transit service on Sundays was one of the biggest issues or challenges identified for using transit in Prince Rupert. The Transit Future Service Plan identified introducing Sunday service as part of BC Transit's service priorities for 2022-2026. This would involve introducing Sunday service on all Prince Rupert routes, excluding the 99 Special with a similar level of service to existing service levels on Saturdays. This would require an increase of 1,925 annual service hours and one additional bus over the next five years. The City should advocate for these improvements to ensure they occur within the short-term timeframe stated by BC Transit.

Action 3.1C: Advocate for extended Saturday service times in the mornings and evenings in the short-term

Weekend transit service is essential for employees who work on weekends, as well as to facilitate recreational, social, or shopping trips. The Transit Future Service Plan identified a long-term priority is to extend service times to 9:00pm and to 7:00am on Saturdays, which would require an increase of 600 additional annual service hours over the longer-term. Although the Transit Future Service Plan identifies this as a long-term service priority, it is recommended that the City advocate to make extending Saturday service hours a short-term priority over the next five years.

Strategy 3.2: Work with BC Transit to ensure the transit network connects people to where they want to go, reducing the need to transfer

Transit needs to connect people to where they want to go in the most direct and efficient way. The current transit network provides good coverage throughout the City, but community members have identified areas such as the Port of Prince Rupert, a major employer and destination, that are not currently well-serviced by transit, as well as the fact that most people need to transfer buses downtown to get to their final destination. The following strategies and actions lay out the steps the City can take to work with BC Transit to enhance the transit network in Prince Rupert. The long-term transit network is shown in **Map 5**.

Action 3.2A: Establish a spine frequent transit corridor

Frequent transit service provides a convenient, reliable, and frequent transit service all day long. Frequent transit is typically defined as service that is 15 minutes or better during peak hours, 30 minutes or better during off-peak periods, 15 hours a day, 7 days a week. The goal of establishing a spine frequent transit corridor is to allow people to spontaneously travel without having to consult a transit schedule, and that they will be connected to all community destinations. The City should work with BC Transit to increase service frequencies in Prince Rupert, with the focus on establishing a core frequent transit corridor that spans the length of the community, running along the Yellowhead Highway from the ferry terminals and DP World terminal in the south, through the Core City, and continuing to the Prince Rupert Recreation Complex and key destinations beyond.

Action 3.2B: Improve transit service to the Fairview Docks Area

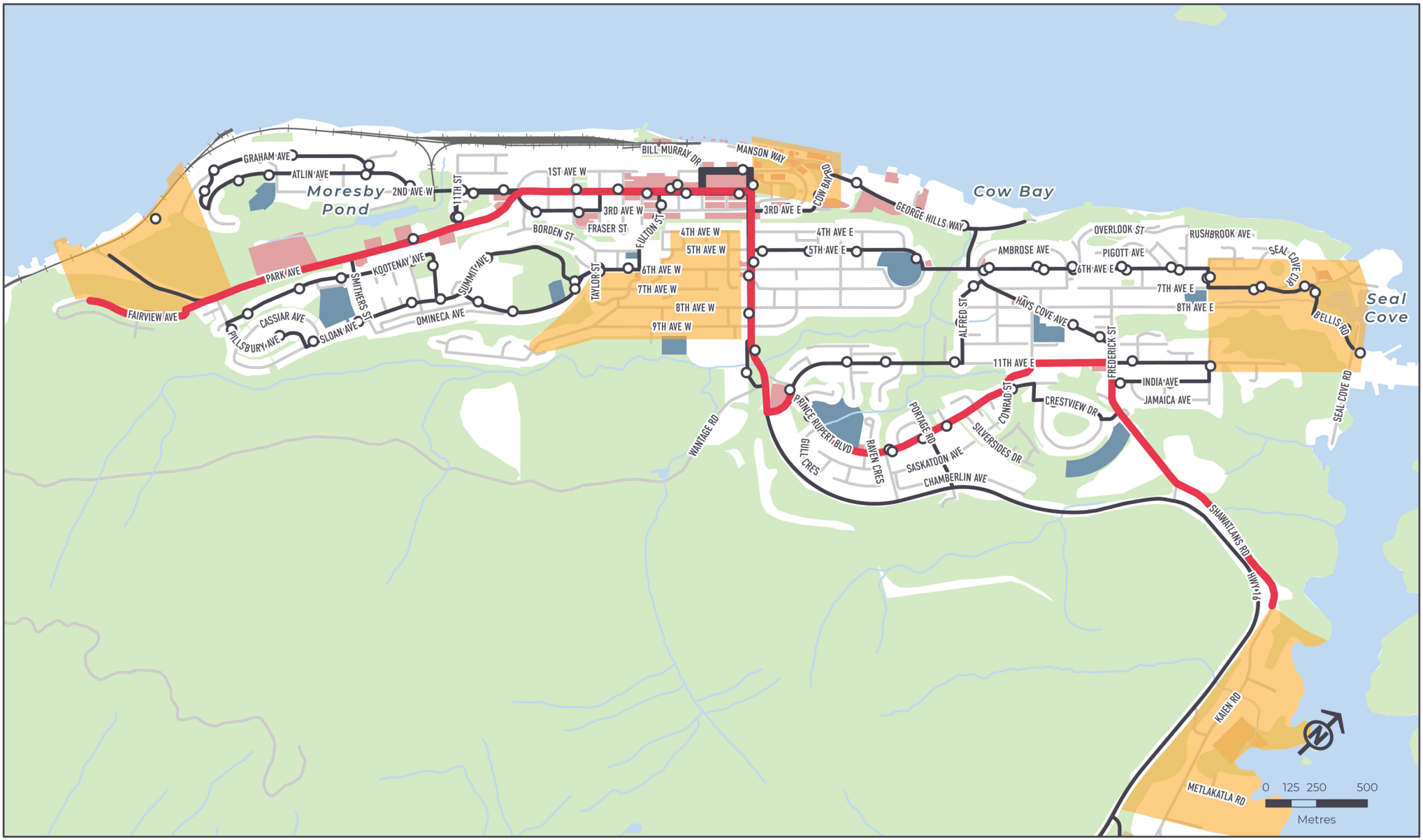
There is currently limited transit service to the Fairview docks area, with the route #55 offering limited transit service terms per day to and from the area between Monday and Friday. Enhanced service to this area would support potential transit connections to the ferry terminals, making the ferries and other communities accessed by the ferry more accessible by public transportation. This area also includes the Fairview container terminal, public docks, and is an important entry point for several water access communities, marine pilots, fishers, and others. Enhanced service to this area could be coordinated with BC Ferries schedules to ensure public transit is well coordinated with BC Ferries. The City should work with BC Transit and BC Ferries to advocate for improved transit service to the Fairview docks area.

Action 3.2C: Improve transit service to industrial areas

The industrial areas in Prince Rupert are also key employment centers that leave people with no choice but to drive. The City should work with BC Transit to advocate for connections to industrial areas in Prince Rupert. For example, in the stakeholder workshop it was noted that the Fairview Terminal employs approximately 900 staff who drive to work every day. This should also include improved service to the industrial area south of the City near Butze Rapids and to Seal Cove, which provides important multi-modal connections to the seaplane bases and ferry terminals to access adjacent communities. Enhanced service to industrial areas could be coordinated with the Port of Prince Rupert and major facilities such as DP World to coordinate transit service with shifts and scheduling. The City should work with BC Transit as well as major employers, seaplane operators, and ferry operators to advocate for improved transit service to industrial areas, with a focus on high demand times such as shift changes.

Action 3.2D: Provide improved transit service to recreational opportunities such as trails and Cow Bay

Through community engagement, residents noted that there are limited transit opportunities to connect to places where they want to recreate such as the trail network and Cow Bay. The City should work with BC Transit to advocate for new and improved connections to Prince Rupert's recreational opportunities at trailheads and Cow Bay.



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PROPOSED TRANSIT NETWORK

- Bus Stop
- Bus Route
- Conceptual Frequent Transit Corridor
- Areas for Improved Transit Connections
- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

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Action 3.2E: Ensure new developments have access to transit

As the City of Prince Rupert grows, community destinations, amenities, and density may be in different areas than they are currently. The City should work with BC Transit to ensure there is adequate transit service to these new destinations and development areas and that they are serviced by direct routing that takes people to where they need to go.

Strategy 3.3: Improve the transit customer experience

In order to make transit an attractive transportation option, the user experience must be safe, comfortable, and enjoyable. While BC Transit operates public transit in Prince Rupert, the City can improve the built environment that connects people to and from transit to make it more accessible, safer, and more comfortable. For example, the City can improve bus stop passenger amenities at bus stops and transit exchanges with shelters and benches, as well as provide clear signage to help passengers navigate the system. This strategy outlines key actions the City and BC Transit can take to improve the transit customer experience in Prince Rupert.

Action 3.3A: Increase the safety, comfort, and accessibility at bus stops

Crime Prevention Through Environmental Design (CPTED) is a design theory that is based on the belief that the proper design of the built environment and public spaces can reduce the incidence and fear of crime and improve quality of life. Community members noted that they do not feel safe at night and while taking transit. CPTED can help to make the built environment around bus stops feel safer. Community members noted that they had personal safety concerns when walking and taking transit. The City can look to conduct a CPTED review of bus stops, considering the following design principles:

- Visibility;
- Access control;
- Lighting;
- Security hardware;
- Landscaping;
- Resistance to vandalism; and
- Maintenance.

In addition, bus stops can be more accessible for people of all ages and abilities, as well as accommodate those with mobility, visual, hearing and cognitive disabilities. A minimum level of universal accessibility can include the following features:

- Passenger landing pad;
- Wheelchair pad;
- Tactile Walking Surface Indicators; and
- Benches.

The City can ensure that all bus stops are considered accessible.

Action 3.3B: Invest in customer amenities at bus stops

Improving bus stop customer amenities is a way that Prince Rupert can make transit use more accessible and enjoyable for its residents, with the goal of increasing ridership and improving the overall user experience. Amenities that make bus stops and transit exchanges more comfortable can also have a significant impact on passenger safety and satisfaction, in addition to attracting new customers. There are 104 bus stops in Prince Rupert and most of these bus stops do not have any amenities. Amenities can include:

- **Shelters** provide weather protection and make waits more pleasant, while benches provide a place to rest.
- **Benches** are important to provide places to wait for the bus. This can be particularly important for seniors and people with physical disabilities.
- **Garbage and recycling receptacles** keep the area clean and allow users to dispose of any trash.

- **Customer information** provides information on fares, delays, navigation, safety, and contact information.
- **Transit System Maps** assist with wayfinding and lets people know what bus goes to what station.
- **Real-time Updates** electronic displays providing real-time updates on the anticipated arrival of the next bus.
- **Lighting** creating an illuminated space so that people feel safe while waiting at night.
- **Accessibility** ensuring spaces surrounding the sidewalks are accessible for all, including those in wheelchairs.

BC Transit's BC Shelter Program supports investments in shelters to improve the customer experience. The City should prioritize shelter improvements, as shown in **Map 6**.

Action3.3C: Improve the downtown transit exchange

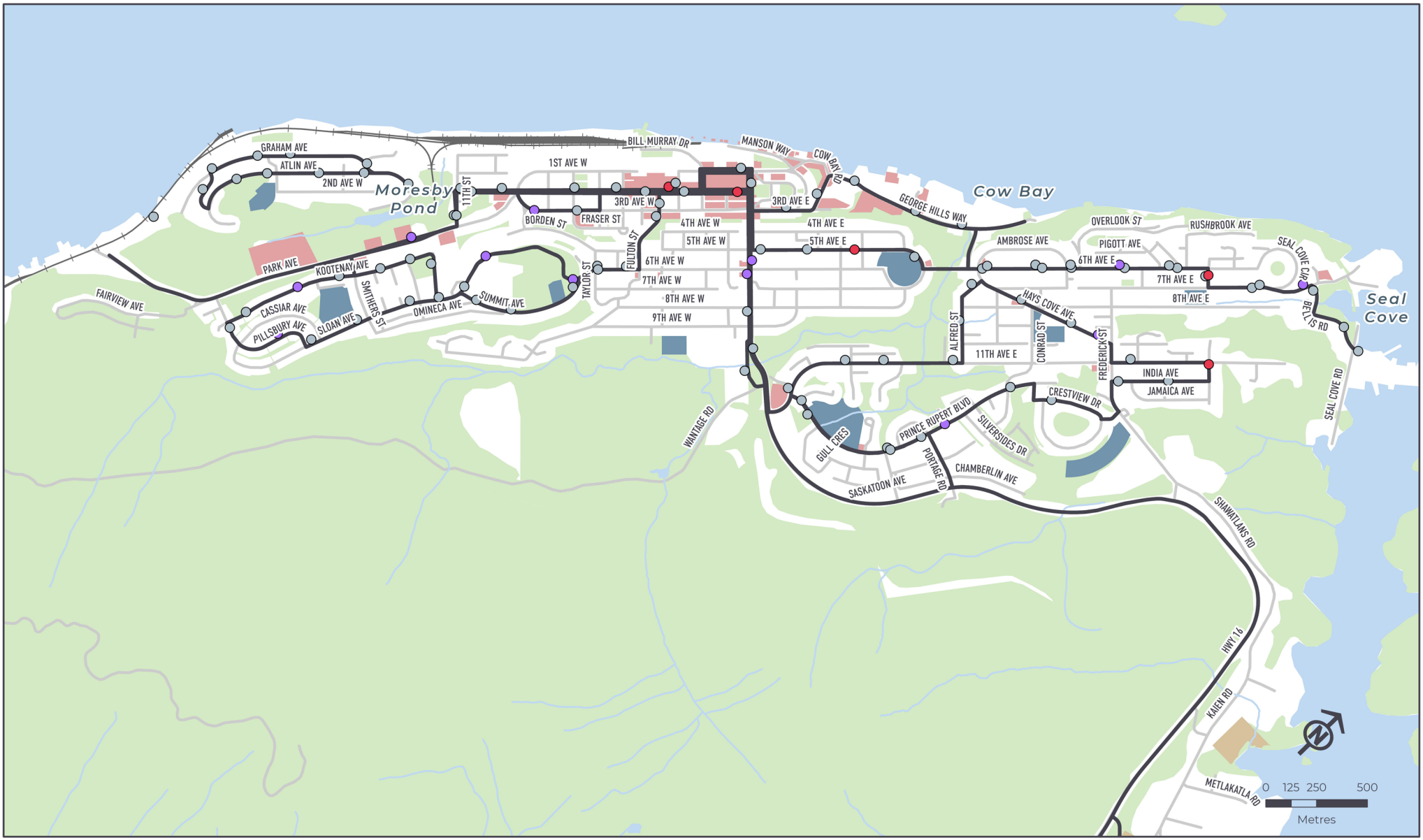
The City and BC Transit are currently exploring the potential to improve transit connections through downtown by developing new transit interchange infrastructure. To ensure this project can meet its intended goals, the City should ensure that the new transit exchange includes appropriate amenities that seek to improve the convenience of the mode and enhance the space for users and adjacent businesses. This will include close work with BC Transit, and adjacent businesses and property owners.

Action 3.3D: Ensure that wayfinding uses clear signage and routing information to assist users in navigating the transit system

Wayfinding can make the transit rider experience significantly better, making taking transit more attractive, simple, and ultimately increase ridership. By providing clear and simple information like route and system maps, schedules, expected travel times, real-time arrival times, and ridership proceduresv, riders can better navigate the transit system. For example, people with cognitive difficulties, language barriers, and tourists may need extra assistance using transit. Wayfinding can also provide information on how to connect to other modes. The City should develop a wayfinding strategy that creates a cohesive and intuitive approach to navigating the transit system in Prince Rupert. The City should also ensure that land entry points have clear signage and routing information directing people to transit.

Action 3.3E: Integrate end-of-trip facilities and other amenities that support first and last mile trips

Most riders will walk or cycle to transit. By enhancing the active transportation facilities that connect to transit stops or stations as well as the amenities that facilitate cycling, the City can encourage more people to walk or cycle as a first and last mile solution. Improved end-of-trip facilities such as secure bicycle parking, lockers, showers, charging infrastructure, and micro-mobility accommodations can support transit and cycling integration, making transit more accessible for cyclists.



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TRANSIT NETWORK AMENITIES

Bus Stop Amenities
- Shelter and Bench Present
- Only Shelter Present
- No Amenities Present

Bus Route

Railway

Commercial / Mixed Use

Park / Open Space / Forested Area

School

First Nation Reserve

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Action 3.3F: Support BC Transit's commitment to technology initiatives to enhance the rider experience and reduce environmental impacts

BC Transit is committed to continuously enhancing the user experience. As part of this, BC Transit is moving forward with the installation and development of technology initiatives to improve efficiency, increase security, and put passengers in control of their transit experience, including the following initiatives:

- **Low Carbon Fleet Program:** BC Transit is actively pursuing new and emerging low carbon technologies, supported by the use of renewable fuels. In November 2018, BC Transit approved a Low Carbon Fleet Program to support provincial targets for GHG emissions and to align with the provincial CleanBC plan. Core to this program is a 10-year fleet replacement strategy to replace over 1,200 existing buses and expand the fleet by an additional 350 buses by using the potential of advanced GHG reducing technology.
- **Electronic Fare Strategy:** Smart ticketing provides new ways to pay. BC Transit is working to not only improve rider convenience but also enable mobility partnerships and create new data collection opportunities. Systems will also accommodate a mix of fare products, including cash fares. The system will also be able to operate in areas with low-cell phone coverage/service.
- **Digital On Demand:** Digital On Demand transit uses technology to dynamically dispatch a bus, van or fleet of vehicles dictated by riders. BC Transit is currently completing a feasibility to determine how and where digital on demand transit may be delivered in communities across BC.
- **BC Transit Moving Forward with Technology:** BC Transit is advancing several initiatives to modernize its customer experience. The NextRide program introduces real-time bus information and automated stop announcements onboard each bus. Since 2018, the NextRide program has successfully launched in several larger transit systems across the province. BC Transit plans to expand the program to smaller transit systems in the coming years. BC Transit is also implementing the "Umo" (you-mo) program, which will introduce a new digital payment system to BC Transit buses. This program is set to begin implementation in select transit systems in 2023. The goal is to introduce an electronic fare collection system where customers bring their own ticket (i.e. mobile phone app or credit card) and will require the introduction of onboard fare validators and a backend system for fare validation, payment processing, account management and payment reconciliation. BC Transit is also looking to incorporate closed-circuit television cameras (CCTV) on its buses to ensure passenger and employee safety. The program has already begun to roll out in larger transit systems and may be considered for smaller systems in the future.

Strategy 3.4: Improve transit accessibility

Through community engagement it was noted that more accessible transit service for seniors was desired. Across the province, the gap between seniors who live independently and do not have drivers' licenses grows significantly as seniors age. A real barrier to using transit can be unfamiliarity with the mode and network. Providing training that can be tailored for unique groups and settings (e.g., seniors, youth, newcomers, etc.) can help participants feel comfortable and build confidence using transit as a means of everyday transportation. In addition, having a service that meets the unique needs of seniors such as HandyDART allows seniors to age in place without harming their mobility. This strategy contains several actions the City can take to improve transit accessibility in Prince Rupert.

Action 3.4A: Develop a program that encourages different groups (seniors, youth, and newcomers) to try transit

Programs like Seniors' Bus Buddy or informational workshops can provide training and hands-on skills for those who are new to transit. Partnerships with local organizations and schools can help educate residents about transit and how to use the system.

In addition, community members can take the initiative to start groups that foster a sense of community. The City should partner with organizations (BC Transit, Northern Health, etc.) in the development of programs that encourage the use of transit in Prince Rupert.

Action 3.4B: Work to ensure that handyDART continues to meet the needs of seniors in the community.

BC Transit provides handyDART, an accessible, door-to-door shared transit service for people with permanent or temporary disabilities that prevent them from using fixed-route transit without assistance from another person. handyDART is a free program that picks customers up and takes them to their destinations.

Strategy 3.5: Ensure the taxi supply matches the demand

Prince Rupert's taxi system is well used. Its success can be attributed to multiple factors such as the number of people arriving in Prince Rupert by boat or other methods and the City's general walkability which limits the need for car ownership for many people. However, having an adequate supply of taxis is also important for lower income residents who might rely on taxis in certain cases where other modes are either not available, unsuitable, or otherwise inadequate.

Action 3.5A: Review the taxi needs and supply and update the City's Vehicle For Hire Regulation Bylaw

Taxis are a private business; however, the City does control the number of licenses available to taxi companies in the City through its Vehicle for Hire Regulation Bylaw (1988). Conversations with the community and existing operators may be important to assess whether the current number of taxis is meeting current demands on the system. The City may also consider updating its Vehicle for Hire Regulation Bylaw to give more flexibility to operators that would allow them to provide more flexible service to meet the needs of potential users.

Action 3.5B: Create incentives or requirements to increase the supply of accessible taxis

The City should update the Vehicle for Hire Regulation Bylaw (1988) to require operators of taxi companies over a certain size threshold to provide a certain proportion of vehicles that are able to accommodate users with mobility challenges. This requirement could be coupled with programs that assist or incentivize operators with vehicle accessibility retro fits.

Action 3.5C: Review taxi payment systems and look for ways to modernize or support electronic payments

Currently, many taxis in Prince Rupert only accept cash, which is a challenge for unprepared visitors. The City should update the Vehicle for Hire Regulation Bylaw (1988) and work with taxi operators to modernize and expand available payment options.

Action 3.5D: Identify enforcement and complaint mechanism for enforcing the current Vehicle for Hire Regulation Bylaw (1988)

The safety and security of the current taxi system was identified as an issue by community members through this planning process. Issues were most commonly identified by Black, Indigenous and People of Colour (BIPOC) community members. Ensuring that there is a system or mechanism for receiving and responding to complaints against the taxi service is an important step in improving safety, public confidence in the taxi system, and keeping operators accountable to providing a high standard of service. In addition, community members desired equity, diversity, and inclusivity training for taxi drivers.

Strategy 3.6: Encourage ride-hailing to provide more transportation options

Advances in information technology have provided travel consumers with the ability to access, plan, reserve, and pay for travel options at the push of a button. Ride hailing was approved in the Province of BC in 2019. Ride-hailing services are operated by Transportation Network Companies (TNC), the largest of which are Uber and Lyft. Currently, neither company operates in the City, yet community members are curious about the benefits it could have for the community. Ride-hailing can serve as a complementary service to taxis and public transit in Prince Rupert. Like traditional taxi services, the presence of effective ride-hailing helps support a private vehicle-free lifestyle by providing Prince Rupert residents with additional travel choices. As such, the presence of effective ride-hailing may allow select residents, such as teenagers over the age of 16, who may not otherwise own a vehicle to primarily walk, cycle, and take public transit; using ride-hailing when necessary. The following actions outline how the City can bring ride-hailing to Prince Rupert.

Action 3.6A: Introduce ride-hailing services

The City should seek to introduce ride-hailing services in Prince Rupert. The City should study the impacts of ride-hailing and identify areas of improvement by acquiring data from TNCs on a periodic basis, such as length of trips, time of day, customer wait times, trip distributions (origins and destinations), and accessible versus non-accessible vehicle statistics. In addition, the City should work with BC Transit to explore whether ride-hailing could be used to expand basic transit provision to zones outside the current service area as an interim measure. Introduction of ride-hailing services requires updates to the City's Vehicle for Hire Regulation Bylaw (1988).

Strategy 3.7: Manage and regulate the curbside for both ride-hailing and taxis

Ride-hailing and taxis can complement the transit and active transportation networks, creating a safe and efficient transportation system. Creating dedicated spaces for taxis and ride-hailing supports management of streets during peak transportation times, as well as creating a clear delineation between services. This strategy provides two actions the City can take to ensure that the curbside is managed for ride-hailing and taxis, as well as other modes, to create an efficient and pleasant experience for all.

Action 3.7A: Create dedicated on-street parking spaces for taxis and ride-hailing

The City should explore the need for support infrastructure for ride-hailing including designated pick-up and drop-off zones at key locations and determine the relationship to established taxi infrastructure such as taxi stands. Designated loading spaces at high traffic destinations, especially during business hours, can relieve blocking from double-parking. Curbside flex zones can also provide accessible loading spaces.

Action 3.7B: Consider a curbside and congestion management permit policy

A curbside and congestion management permit can help to manage streets and traffic congestion during peak transportation times. For example, the City of Vancouver requires ride-hailing operators to have a permit in order to stop at any curb in the metro core area between 7am-7pm. Operators have to pay a fee for each pick up and drop off (30 cents per pick-up and drop-off), with a fee reduction available for zero emissions vehicles (50%) and accessible vehicles (100%). Other considerations could include time or demand based, ensuring there is a high turnover. The City should explore the need for and parameters for current and future curbside management for ride-hailing and taxis.

Strategy 3.8: Continue to work with partners to support and improve service for children and youth travelling to and from school

Providing transit options for students is an important component for ensuring that the city's transportation network is equitable and accessible. The City currently works with BC Transit to offer student fares and afterschool special service. The following actions outline how the City can continue to support student transit services in the city.

Action 3.8A: Continue to work with BC Transit to provide student transit services.

The mode share for youth in Prince Rupert is high. The City should continue to work with BC Transit and School District No. 52 to ensure that its youth and school service programs remain up to date and are working well with the community.

6.0 DRIVING


Fast charging station
BC Hydro
Charging etiquette
How to charge
Cost
Memberships & activation
Funding partners

6.1 BACKGROUND

Driving in Prince Rupert is important to connect people and goods to businesses, homes, key community destinations, as well as the broader region. Travel by private vehicle is the dominant mode of transportation in Prince Rupert today, as vehicles account for over 83% of trips made in the City. Goods movement is also a crucial part of the City's economy, especially with connections to and from the Port of Prince Rupert. However, the City's approach to transportation planning is shifting and increasingly focused on the interconnectivity of modes and a shift away from private vehicles. The City is looking to prioritize investments into modes other than the automobile.

This section outlines the key improvements the City can make to the road network to make driving a safer and more pleasant experience, which in turn, will make the road network safer for all users.

6.2 ISSUES & OPPORTUNITIES

A number of issues and opportunities for improving driving were identified through the first round of engagement. Through the first online survey, the top three identified issues or challenges for driving in Prince Rupert were the **poor condition of roadways**, **unsafe interactions with other road users**, and **unsafe driving behaviour**.

Respondents were then asked to indicate what road improvements they would like to see in Prince Rupert. **Maintaining roads** was the most popular response, followed by **creating safe and efficient intersections**, **providing designated spaces for people walking/cycling/rolling or using a mobility aid**, and **providing more off-street parking spaces**.

FIGURE 8 WHAT ARE THE ISSUES OR CHALLENGES IN TERMS OF DRIVING IN PRINCE RUPERT? (N=239)



Roads in poor condition

Unsafe interactions with other road users

Unsafe driving behaviour

The following points further address issues and opportunities for driving in Prince Rupert:

- The City's **grid network** means that it is easy to connect to the different areas and destinations in Prince Rupert. Street grid networks are efficient and can carry more people and goods. Community members would like to see more designated spaces for people walking, cycling, rolling, or using a mobility aid on the City's streets.
- The **transportation network is not in a state of good repair**. The condition of roadways, including potholes, is one of the key transportation challenges and issues in the City. This makes driving, and all other modes of transportation, less safe and enjoyable. Maintaining the roads was the top improvement community members would like to see.
- **Unsafe driving behaviour**, such as speeding, is a top concern for community members. Community members would like to see safe and efficient intersections designed and implemented, and traffic calming such as speed humps.
- Improvements are needed to reduce instances of **vehicle and pedestrian conflicts**, especially at peak times. For example, when there are shift changes at the Port of Prince Rupert and there is an influx of tourists and visitors arriving from ferries or cruise ships. These could include the visibility of crosswalks through lighting or reflective materials, introducing safe school pick-up and drop-off zones, updating municipal parking signage, optimizing on-street parking and/or making better use of empty lots.
- **The Port of Prince Rupert can cause congestion** in the City, whether that is employees or goods movement, especially near the Port's facilities and in Cow Bay. Community members would like to see alternative or improved connections to these locations.
- Certain areas in Prince Rupert could benefit from improved loading zones or alternative delivery modes to aid deliveries and goods movement as it can be **challenging to find parking** for community members, visitors, and businesses. Community members would like to see more off-street parking spaces.

6.3 STRATEGIES AND ACTIONS

The City can make improvements to its street network to make it more efficient in its people and goods moving capacities, as well as make it safer for all road users. By taking a balanced, multi-modal approach to transportation planning, Prince Rupert's streets can function better, see less collisions, and improve the quality of life in Prince Rupert with more sustainable transportation and placemaking opportunities. Seven strategies have been identified to improve public transportation:

- **Strategy 4.1: Update the City's street network classifications to reflect the intended function**
- **Strategy 4.2: Design and deliver people-first streets**
- **Strategy 4.3: Regularly maintain the road network to preserve a state of good repair**
- **Strategy 4.4: Improve safety for all road users**
- **Strategy 4.5: Adopt the updated goods movement network to ensure the safe and efficient movement of goods**
- **Strategy 4.6: Support the electrification, automation, and sharing of transportation modes to ensure that the City can accommodate future trends**
- **Strategy 4.7: Review parking supply and demand that encourages appropriate use to support the needs of residents, visitors, and businesses**

Each of these strategies are described in further detail below along with more detailed actions to lay a path forward for the City to make the street network a safe and enjoyable place for all road users.

Strategy 4.1: Update the City's street network classifications to reflect the intended function

The street network classification system describes the intended function of the roadway and guides decision making about changes in physical design characteristics, as well as the access characteristics of surrounding land uses. Streets are multi-functional spaces that serve many users and different modes of transportation. Streets should be planned, designed, operated, and maintained to enable accessible, comfortable, convenient, and safe access and mobility for all users, regardless of their selected mode of travel. This means accommodating a variety of functions within the road allowance, including active transportation, public transit, driving, and goods movement. This strategy includes actions the City can take to ensure its street network classifications reflect the intended function of the roadway.

Action 4.1A: Review and update the City's street network classification map

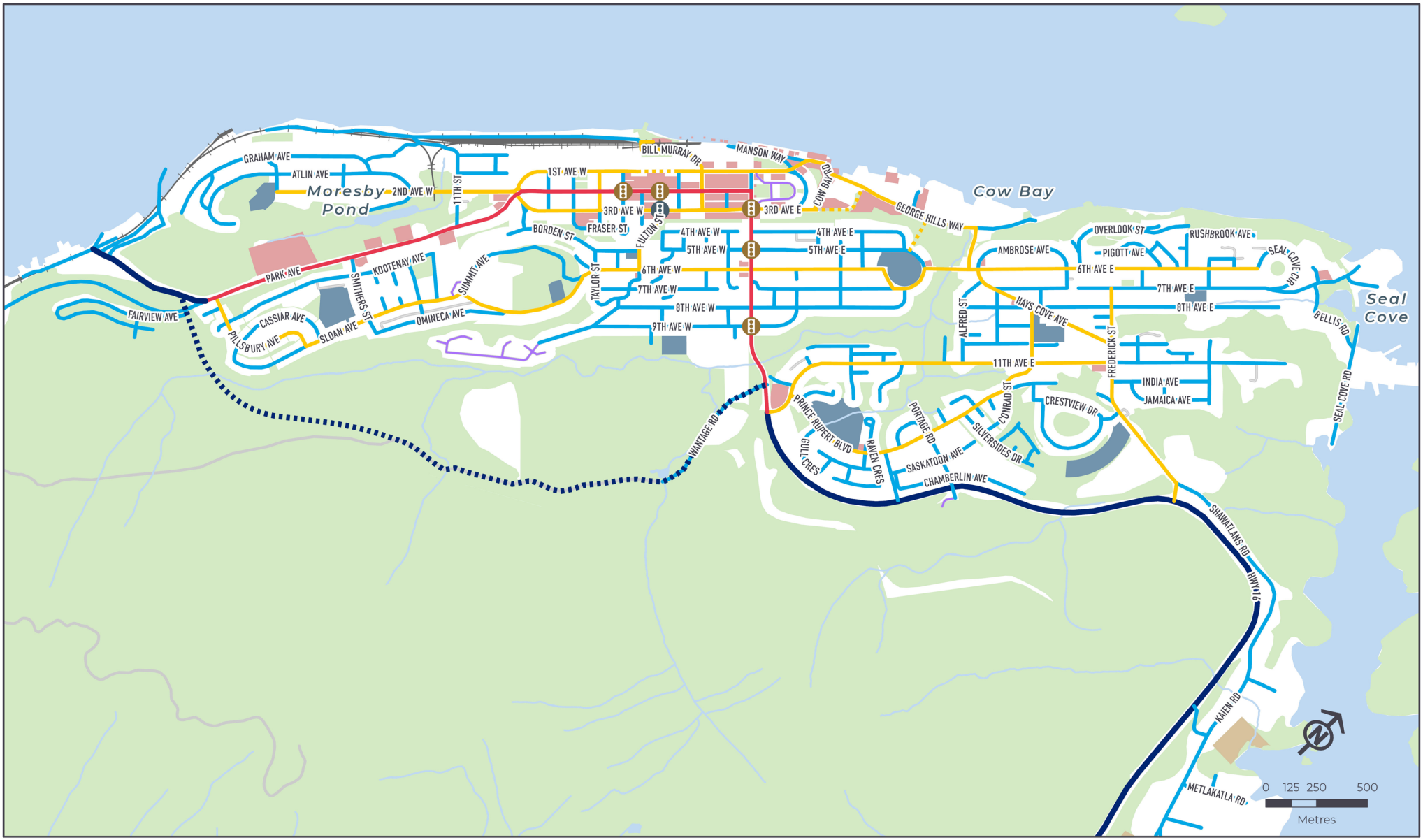
A road classification system describes the intended function of a street, which guides decision-making about changes in design elements, as well as the access to surrounding land uses. The City's OCO includes a road network classification system that only includes highways, collector street, and local streets. It is suggested that the street network classification also include an arterial street classification. These classifications are summarized below:

- **Highways** are under the MoTI jurisdiction and are intended to serve interregional and provincial travel. The primary role of these corridors is to move people and goods regionally with limited or no access to adjacent properties, parking, or storage. Highway 16 is currently designated as a Highway through the entire length of the City, including Park Avenue, 2nd Avenue, and McBride Street.
- **Arterial streets** primarily service a mobility function and are intended to move people and goods throughout the City with limited access to adjacent properties.
- **Collector streets** primarily serve a dual function of mobility between neighbourhood streets and the arterial network as well as access to individual properties. On-street parking is usually permitted and transit service is also supported.
- **Local streets** are primarily designed to serve access to private properties and allow neighbourhood residents to travel to the collector road system. Parking is usually permitted and transit service is not normally supported other than handyDART.

An updated street classification system has been developed to reflect network connectivity, current and anticipated travel demands and is shown in **Map 7**. Suggested changes include:

- Adding a new Arterial Street classification;
- Adding a Future Highway designation and connection for the Wantage Road bypass (as described in further detail below);
- Adding future Collector street connections (as described in further detail below)
- Downgrading Park Avenue, 2nd Avenue, and McBride Street (north of 11th Avenue East) from Highway to Arterial classification (recognizing these will still be under MoTI jurisdiction until the Wantage Road bypass is advanced); and
- Downgrading Summit Avenue North, 5th Avenue East, 7th Avenue East, and Manson Way from Collector to Local classification.

The updated multi-modal street network classification should consider all road users including pedestrians, cyclists, buses, private vehicles, and commercial trucks. The function and needs of each road classification needs to be clearly defined to provide a safer and yet functional environment to all road users.



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PROPOSED STREET NETWORK CLASSIFICATION

- Municipal Traffic Signal
- MOTI Traffic Signal
- Highway
- Future Highway
- Arterial
- Collector
- Future Collector
- Local
- Strata
- Lane
- Other Streets
- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

THE CITY OF PRINCE RUPERT
TRANSPORTATION PLAN

TABLE 1 PROPOSED CROSS SECTION UPDATES

	Primary Functions	Secondary Function	Vehicle Lanes	Crossing Opportunities	Pedestrian Facilities	Cycling Facilities	On-street Parking
Highway	• Regional mobility for people • Regional mobility for goods	• Access for people • Access for goods	2-4 3.6-metre lanes	Every 400-800 metres	4.0 metre multi-use pathway on one side separated by landscaped boulevard	4.0 metre multi-use pathway on one side separated by landscaped boulevard and/or paved shoulders	None
Arterial	• Local and regional mobility for people • Local and regional mobility for goods	• Access for people* • Access for goods • Activation • Greening	2-4 3.3-metre lanes	Every 200 – 400 metres	Minimum 1.8 metre sidewalk on both sides separated by landscaped boulevard (wider width desired in City Core)	Protected bicycle lanes	Both sides (commercial areas only)
Collector	• Local mobility for people • Access for people • Access for goods	• Mobility for goods** • Activation • Greening • Storage	2 3.3-metre lanes	Every 100-200 metres	Minimum 1.8 metre sidewalk on both sides separated by landscaped boulevard (wider width desired in City Core)	Protected bicycle lanes (per the Cycling and Rolling Network Network Plan)	Both sides
Local (Residential)	• Access for people • Access for goods • Greening	• Activation • Storage • Mobility for People	2 3.0-metre lanes	Every 100 metres	1.8 metre sidewalk on at least one side separated by landscaped boulevard	Local street bikeway (per the Cycling and Rolling Network Network Plan)	Both sides
Local (Industrial Land Use)	• Mobility for goods • Mobility for people • Access for goods	• Access for People	3.0 metre lanes	Every200-400 metres	1.8 metre sidewalk on one side separated by landscaped boulevard	Not required	None

*Access for people via private vehicle on arterials is typically limited to facilitate faster, higher

** Although most truck routes are along Arterials, Collector streets often serve to connect Arterials to Industrial areas or other destinations. Trucks are permitted to travel from a truck route to their destination by the most direct path and Collectors serve a mobility for goods function in these contexts.

Strategy 4.2: Design and deliver people-first streets

This strategy identifies a number of improvements to highways, arterials, and collectors to improve mobility for all road users. These improvements include capacity improvements for motor vehicles as well as complete streets improvements to improve mobility for all road users. The improvements described below are shown in **Map 8**.

Action 4.2A: Work with MoTI and the Prince Rupert Port Authority to encourage bypass routes that reduce the need for regional goods movement to travel through the City.

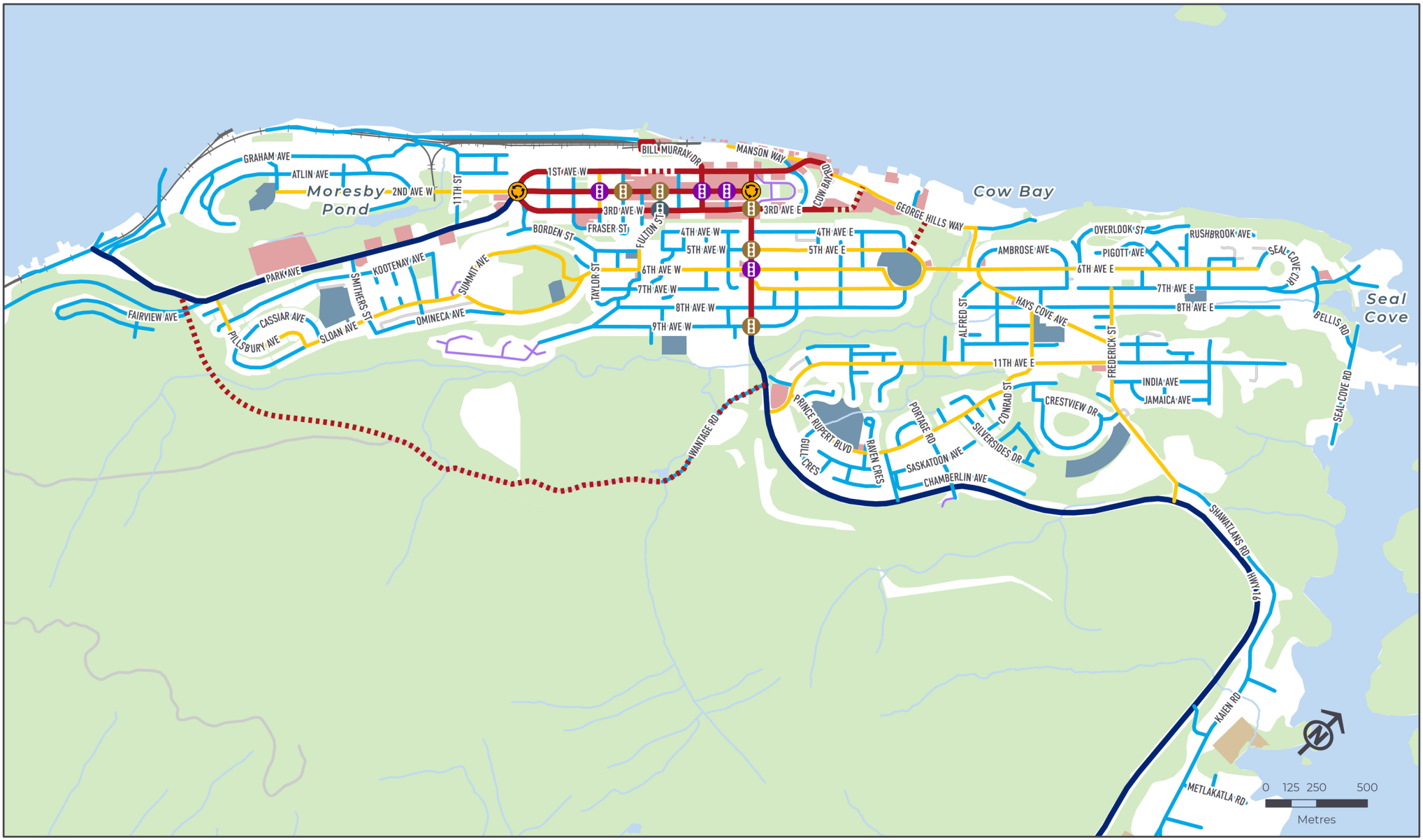
Prince Rupert is an important regional gateway in Northwestern British Columbia for all modes of transportation, and the efficient movement of people and goods through the City is critical to the local, regional, provincial, and national economies. Highway 16 is under MoTI jurisdiction and currently runs through the urban area of Prince Rupert along Park Avenue, 2nd Avenue, and McBride Street, including passing directly through the City Core. Highway 16 accommodates significant regionally serving traffic volumes, with between 13,000 and 20,000 vehicles per day on 2nd Avenue and McBride Street, as well as a high proportion of trucks. While the City recognizes the critical importance of ensuring mobility for people and goods, these high traffic and truck volumes are not compatible with the City's vision for a vibrant City Core that puts people first.

As such, the City should work with partners, including MoTI and the Prince Rupert Port Authority, to encourage alternate routes that fulfill the function of regional movement of people and goods. An important first step in this regard was the recent opening of the Fairview-Ridely Connector Corridor (FRCC), which is a 5km segment of privately-owned road by the Prince Rupert Port Authority. This corridor provides direct road access for container traffic headed to the DP World terminal and reduces the need for goods movement travelling to the Port to travel through the urban area of the City. This new connection reduces the trans-loading haul distance to the marine terminal from 20 kilometres down to five kilometres for the more than 200 trucks that carry containers to the site each day and will help to reduce truck traffic congestion within the urban area. The City should continue to encourage all truck traffic destined for the Port to use this corridor as an alternative to travelling through the City.

In addition, the City's OCP also identifies a proposed highway bypass route using the Wantage Road alignment, which generally follows the northwestern base of Mount Hays. A general alignment already exists for this corridor with an unfinished gravel road that could be updated to provincial highway standards. This would provide a direct connection from the area around 11 Avenue East and Wantage Road to the Port and the ferry terminals, and would provide a more direct, reliable, and efficient route to access the Port and ferry terminals, while also improving safety and vibrancy within the urban area by reducing the need regional movement of people and goods to be travelling through the heart of the City.

The development of the Wantage Road bypass would allow the City to downgrade Park Avenue, 2nd Avenue, and McBride Street from a Highway to an Arterial street and potentially to transfer ownership of those streets from MoTI to the City. This would allow the City to move forward with improvements to these streets that are more aligned with the City's vision for a vibrant, people-first urban area, as described in further detail below.

The City should work with MoTI to initiate a planning study to examine the feasibility and develop a design of the Wantage Road bypass.



STREET NETWORK IMPROVEMENTS

- New Roundabout
- New Traffic Signal
- Municipal Traffic Signal
- MOTI Traffic Signal
- Street Network Improvements
- New Connections
- Highway
- Collector
- Local
- Strata
- Lane
- Other Streets
- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

THE CITY OF PRINCE RUPERT
TRANSPORTATION PLAN

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Action 4.2B: Develop vibrant streets in the City Core focused on putting people first

As noted in the previous action, the proposed Wantage Road bypass is expected to divert much of the existing volume of through traffic and heavy truck traffic away form the urban area, including the Core City. This has created an opportunity to revisit the strategy and function of the local street network in the Core City, with a specific focus on 2nd Avenue and 3rd Avenue, with an increased focus on designing high quality, vibrant, people-focused streets with enhanced pedestrian and cycling facilities, streetscaping, traffic calming, and increased on-street parking.

Opportunities for improvements have been identified in a number of previous studies, including Vision 2030 and a recent study looking at options for enhancing traffic and parking through the City Core, including a preferred option. Improvements to streets in the City Core are shown in **Map 8** and include:

- **1st Avenue West:** Provide new connection between 6 Street and 3 Street through the potential future redevelopment of Rupert Square Shopping Mall
- **2nd Avenue West:** Narrow the cross-section of 2nd Avenue by reducing the number of vehicle lanes to one-lane in each direction and a two-way left turn lane and/or centre median which would become a dedicated left turn lane at the end of each block. On-street parking would be maintained on both sides of the street along with wider sidewalks and protected bicycle facilities. This also includes:
  - » **New roundabouts** at 2nd Avenue West and McBride Street and at "Five Corners" at the intersection of 1st Avenue West, 2nd Avenue West, 3rd Avenue West, and Park Avenue;
  - » **New traffic signals** at 1st Street, 2nd Street, and 7th Street;
  - » **New and enhanced crosswalks at all intersections**; and
  - » **Curb extensions** at all intersections to improve safety and reduce conflicts.

This option includes several opportunities to also beautify and add greenery in the street within the wider sidewalks and centre median. These improvements would significantly improve safety, increase the existing on-street parking supply, and maintain traffic operations by accommodating turning movements.

- **3rd Avenue West:** Reconfigure the cross-section of 3rd Avenue by providing one-lane in each direction and a two-way left turn lane and/or centre median which would become a dedicated left turn lane at the end of each block. On-street parking would be maintained on both sides of the street along with wider sidewalks, new marked crosswalks, and curb extensions at all intersections to increase safety. The City could also consider intersection improvements such as additional traffic signals as warranted.
- **3rd Avenue East:** Extend 3rd Avenue East from Cow Bay Road to George Hills Way to improve connections to the Marina District. This would involve reconfiguring the intersection at George Hills Way to prioritize the 3rd Avenue East as the direct connection to the City Core.
- **5th Avenue East:** Extend 5th Avenue from Hays Cove Circle to George Hills Way.
- **Cow Bay Road (between 3rd Avenue East and George Hills Way)**: In conjunction with the 3rd Avenue East, reimaged Cow Bay Road to a pedestrian priority street with significantly enhanced pedestrian treatments, including 'woonerf' style treatments with textured paving on the roadway, wider sidewalks, curb extensions to increase safety, and a new mid-block crosswalk with a new public walkway and stairway to 1st Avenue East.
- **McBride Street**: While no previous studies have been conducted for potential road space reallocation on McBride Street, a revised cross-section could be developed similar to 2nd Avenue by reducing the number of vehicle lanes to one-lane in each direction and a two-way left turn lane and/or centre median to allow for wider sidewalk, protected bicycle lanes,

new or enhanced marked crosswalks, and curb extensions at all intersections to increase safety.

- **New local roads to serve the Marina District.**
- **New parks, plazas, and parklet**s, including:
  - » **Renewal of Rotary Waterfront Park** with a new airport ferry landing dock;
  - » **Other new parks, plazas and parklets** – list currently being finalized through the Prince Rupert Parks Plan process

Action 4.2C: Bring out the full placemaking potential of all street improvements in the City Core

As noted in the Vision 2030 document, placemaking is a critical aspect to creating vibrant streets in the City Core. Any improvements within the City Core should seek to bring out the full placemaking potential, including urban design concepts and associated programming that include the following components:

- **Streetscape beautification** and street cross-sections, including wayfinding, signage, lighting, and weather protection;
- **Public art** including creative ideas such as rain-activated paint and lighting, musical drainage spouts/gutters;
- **Heritage preservation** to retain the key defining character of the City Core;
- **First Nations cultural landscapes and heritage** to protect this valuable legacy and help foster reconciliation;
- **Public and tourist facilities** such as public restrooms, tourist information kiosks, and new public green spaces; and
- **Solutions for crime prevention** and other safety measures.

The City should develop conceptual designs for each of the above options, including placemaking and green streets components noted above. It should be noted that the City should partner with MoTI on the redesign of 2nd Avenue and McBride Street as these are currently under MoTI jurisdiction.

Strategy 4.3: Regularly maintain the road network to preserve a state of good repair

Asset management is about responsible planning for the replacement, maintenance, acquisition, and disposal of assets rather than replacing assets once they fail, which usually costs more and creates service disruption. The City wants to plan for several generations into the future, ensuring that the transportation network is both safely maintained and does not require additional, reactive repairs. By coordinating with other infrastructure plans, the City can make improvements to other infrastructure at the same time. This strategy sets out steps the City can take to work towards an asset management approach to its infrastructure.

Assessment findings, budget review and staff input shows that Prince Rupert will need to increase investment in their transportation infrastructure to sustain existing service levels and address deteriorating assets. In addition, investments in infrastructure must increase to support its growing population and promote sustainable mode share. Staff have indicated challenges meeting current maintenance requirements needed to maintain existing service levels, let alone increase service levels.

The City should take every opportunity to extend the remaining life of existing infrastructure to avoid service level reduction and further financial strain. In addition, keeping the transportation system in a state of good repair can ensure that all road users stay safe, and enjoy their mode of choice in Prince Rupert.

The City recently conducted an Asset Management Strategy including Infrastructure Replacement Priorities which provides guidance for improvements to the transportation network.

Action 4.3A: Work to fix potholes and address failing pavement condition where required

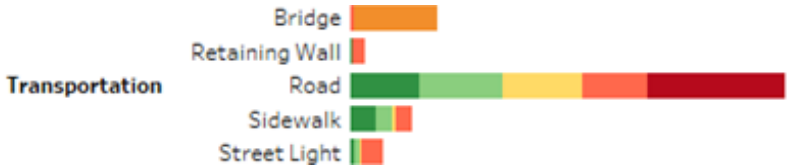
Current practice in Prince Rupert is to apply a temporary asphalt pavement overlay and not address anything else, such as failing surface features, road base structures, and underground utilities. The cost of inadequately maintaining the road system is a more expensive option than reconstructing roads.

Action 4.3B: In conjunction with the City's Asset Management Plan, develop a strategy to address transportation infrastructure that has a high risk of failure

As part of the City's recent Asset Management Strategy, water, sanitary, storm and transportation assets were inventoried. The City owns a range of transportation assets, including 86.6 km of roads, 51.6 km of sidewalks, 1,374 streetlights, 6 bridges, and 14.9 km of retaining walls. The inventory found the following for all assets (not just transportation assets)

- $185M worth of assets are past their expected service life (the "backlog")
  - » $130 M of these assets are considered high to very high likelihood of failure
  - » $53 M of these assets are considered high risk of failure
- $181 M worth of all assets are considered high to very high likelihood of failure
- $98 M worth of ALL assets are estimated to be at high risk of failure

The Asset Management Strategy reviewed the condition of assets based on physical inspection data, break history, and age vs expected life and found many transportation assets have a high likelihood of failure, particularly for the road network, as shown below.



This transportation infrastructure has a total replacement cost of $177.4 million, including $43.7 million of transportation assets that are classified as high risk, or approximately 25% of all transportation assets.

Action 4.3C: Conduct a City-wide pavement condition assessment and develop a multi-year pavement rehabilitation plan.

The City should conduct a pavement condition assessment that examined current roadway pavement conditions throughout the City and provides a multi-year rehabilitation program. This study could guide the City in developing rehabilitation programs to ensure that the roads are paved and remain in good condition, supporting the transportation choices of Prince Rupert residents, visitors, and businesses. This assessment could also include capturing an inventory of all sidewalks, curb and gutter, and signage in the City which is an important first step for asset management to have baseline data for these assets.

The City should continue to assess its pavement condition at regular intervals and plan to address problem areas across departments where possible. The City should also assess other transportation-related infrastructure such as bridges, streetlights, and traffic signals to ensure that Prince Rupert remains in a state of good repair, and the City has a clear understanding of what investments are needed and when.

Action 4.3D: Develop a strategy to renew or replace the existing trestle bridges

The City's road network includes three wooden trestles, each of which have exceeded their life expectancy by nearly 20 years. Until the trestles are replaced, at an estimated cost of $25 million, options for replacement or rerouting should be explored. Until an option is selected and implemented, the City should regularly assess the trestles for structural capacity and load limits. The City should also work with partners and other levels of government to develop a financial strategy over the long-term to renew or replace the existing trestle bridges.

Action 4.3E: Prioritize transportation improvements based on the priorities from the Asset Management Strategy

As part of the implementation strategy for the Transportation Plan, the City should coordinate and prioritize transportation improvements to projects that have a high risk and/or high priority for other infrastructure upgrades. This will ensure a coordinated approach to improving transportation infrastructure by ensuring transportation projects are undertaken strategically with other infrastructure upgrades where possible.

Action 4.3F: Develop an Asset Management Program to track asset condition, planned work, and proposed capital works

The City should take a holistic view to managing its infrastructure assets in a coordinated way across departments. The City should establish an Asset Management Program that centrally manages the City's infrastructure asset information and considers and prioritizes all infrastructure rehabilitation and improvement needs that are informed through ongoing inspections and condition monitoring. This should include all transportation assets, including streets, sidewalks, transit stops and amenities, bicycle facilities, traffic signals, and signs, among other things. This Asset Management Program should inform and support ongoing and prioritized capital planning weather the project is deferred or advanced and support collaboration and sharing of projects.

Part of creating the City's Asset Management Program is to enable information to be collected, shared, and used to inform and prioritize maintenance, rehabilitation, and capital planning. Staff highlighted the desire to see more collaboration between Operations, Engineering, and Finance so that each department can provide key contribution to current needs, resources, cost tracking, budget impact, prioritize spending, and funding strategies. Informing the City's Asset Management Program is best when it is a team effort with identified roles and responsibilities.

In discussions with City staff, it was identified that there is not currently an internal system that enables the effective tracking of asset condition, planned work and proposed capital works. There would also be a benefit of increasing deliberate collaboration between Engineering, Operations, and Finance as each department holds valuable information and insight for effective planning. Using systems that enable collaboration and project planning helps to reduce the burden of each department summarizing content in disparate systems to support specific meetings. Current examples of collaborative systems include ESRI's new capital project solutions templates and Decision Optimization Technology as well as others worth exploring. Although the asset management considerations within the scope of the plan is limited, City staff consulted as part of the planning process were consistent in highlighting the need for additional staff resources and budget to sustain the existing transportation assets. Staff are committed to sustaining Prince Rupert's assets and feel that proactive and life-extending maintenance works may be best done internally to ensure the work is done well and that the best value is realized.

Strategy 4.4: Improve safety for all road users

Speed is a key factor in motor vehicle accidents, and higher speeds increase the severity of all crashes and the number killed and seriously injured. By managing speeds, the City can decrease the likelihood of crashes and the chances of injuring the driver or other road users. Speeds can be managed in a variety of ways such as

traffic calming, monitoring speeds, signage, and enforcement. This section outlines actions the City can take to reduce vehicle speeds and improve safety for all road users.

Action 4.4A: Develop an annual traffic data collection program to systematically monitor traffic volumes and speeds to inform a systematic, objective approach to addressing transportation issues.

The City regularly receives complaints from residents about a wide range of transportation issues. However, the City does not have a formal process for collecting these complaints or for analyzing the warrant for improvements. The City should develop an annual traffic data collection program to systematically monitor traffic volumes and speeds, including local streets. The City could develop a rotating list of streets to be included over a 3–5-year period to ensure it has objective data that it can use to respond to requests and complaints. The City should also develop a formal process to receive requests for traffic calming and should develop an objective approach to addressing transportation issues based on this data.

Action 4.4B: Develop an approach to reducing speed limits throughout the City

Travel speeds are the main factor in how serious a crash will be and whether a crash occurs at all. The risk of death and injury increases significantly as travel speeds increase. Research has shown that a pedestrian struck at 30 km/h has a 90% chance of surviving, while at 50 km/h they have only a 15% chance of survival. The City should develop an approach to reducing posted speed limits, looking to other municipalities (City of Surrey, District of Saanich, Village of Harrison Hot Springs) that are reducing posted speeds, including considering reducing the posted speed limit on all local streets to 30 km/h.

Action 4.4C: Develop a Traffic Calming Policy and implement warranted traffic calming improvements to complement reduced speed limits.

While reducing posted speed limits is one step, road design must support slower vehicle traffic in order to ensure it is abided by. Traffic calming treatments can help reduce the speed on roadways to create a more comfortable experience for road users and residents. The City should develop a traffic calming program that outlines a process to prioritize investments around key destinations such as schools, community destinations, parks, trails, and where speeding and/or short-cutting issues have been identified.

Action 4.4D: Complete improvements to intersections to improve access, safety, and efficiency of the transportation system for all road users.

There are a number of locations throughout Prince Rupert that have been identified to have safety issues and/or operational issues, including those that are either on the City's road network or MOTI's highways. At most locations, improvements involve intersection modifications such as adding turn lanes, installing new traffic signals, installing pedestrian and bicycle signals, crosswalk upgrades, and/or installing new crosswalks throughout the City.

Small intersection improvements can mitigate existing safety issues and extend the life of infrastructure, helping to delay larger more expensive improvements.

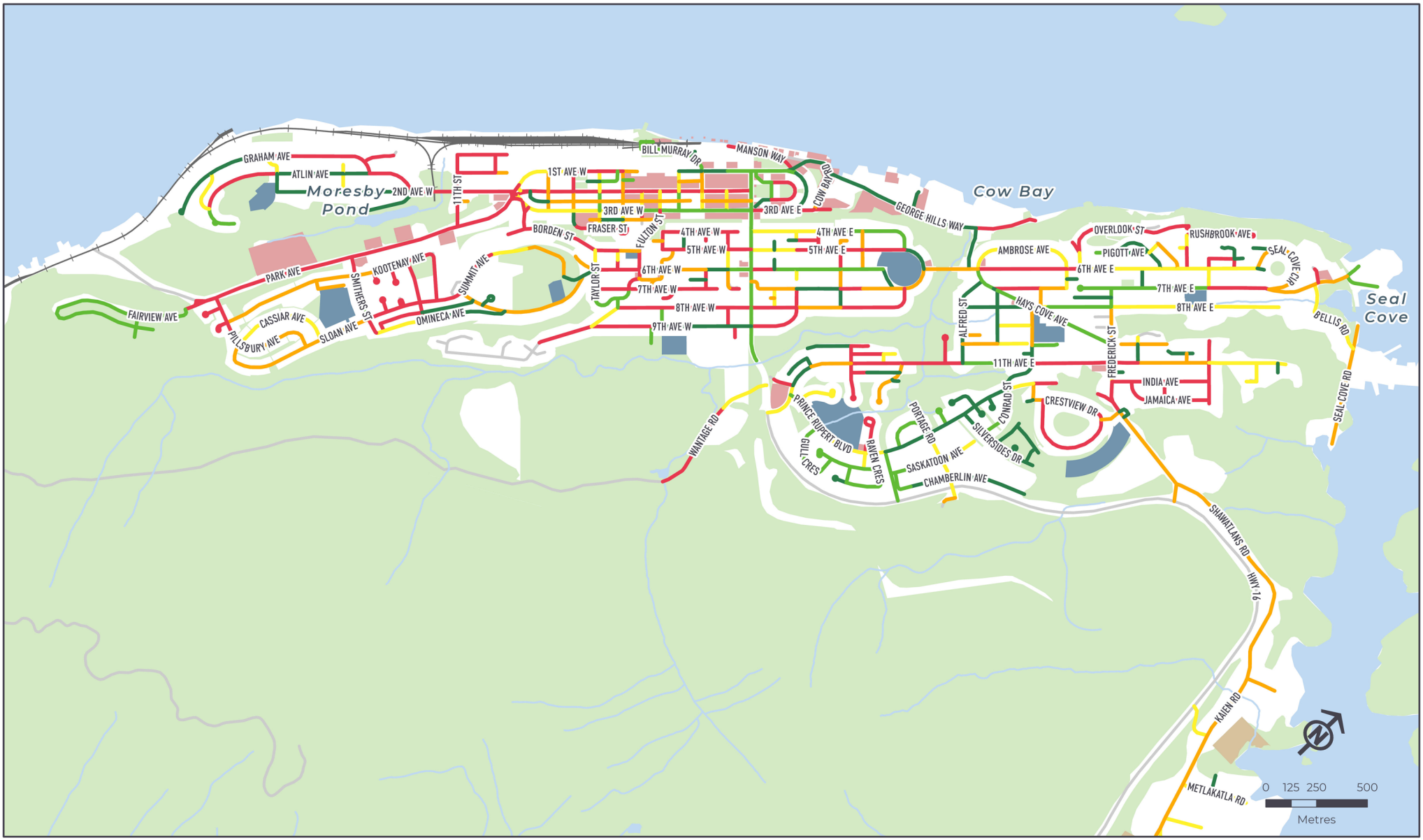
Road safety is supported by ICBC through their Road Safety Improvement Program and could be a source of funding for spot safety improvements in Prince Rupert.

Strategy 4.5: Adopt the updated goods movement network to ensure the safe and efficient movement of goods

Goods movement is a crucial component of the regional and municipal transportation network. It must be accommodated to ensure the reliable flow of goods to, from and within the City of Prince Rupert. Goods movement in Prince Rupert is especially important given the proximity of the Port of Prince Rupert. While the City's truck route meets most of the city's needs, there are corridors that are designated as truck routes that could be adjusted to better support safe and efficient movement of goods, as well as the neighbourhood context. This strategy lays out actions the City can take to streamline goods movement in Prince Rupert.

Action 4.5A: Adopt the updated goods movement network and make sure that it is communicated and understood by industrial operators

Goods movement is an important component for a thriving economy as it allows businesses and residents to receive goods and employs all of the folks in between the producer and consumer. As the second largest port in Canada and a gateway for all modes of transportation, goods movement is critical to the local, regional, provincial, and national economies. Prince Rupert also has a growing population, and to ensure the City's business community continues to thrive, the City should update its truck route map to promote a more reliable, efficient, and stronger local goods movement network that balances the competing priorities on some corridors. The recommended updated goods movement network map is shown in **Map 9** and identifies the Fairview-Ridley Connector Corridor and future Wantage Road bypass as an additional truck routes.



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STREET NETWORK CONDITION

Street Condition Score

- 1 - Good
- 2 - Satisfactory
- 3 - Fair
- 4 - Poor
- 5 - Very Poor

- Railway
- Commercial / Mixed Use
- Park / Open Space / Forested Area
- School
- First Nation Reserve

THE CITY OF PRINCE RUPERT
TRANSPORTATION PLAN

Strategy 4.6: Support the electrification, automation, and sharing of transportation modes to ensure that the City can accommodate future trends

Electric vehicles (EVs) are growing in popularity in BC, and the number of electric vehicles is set to increase significantly: the provincial government has introduced legislation requiring all motor vehicles sold by 2040 to be zero emissions. Electric vehicles require local and regional networks of charging infrastructure. There are currently only two electric vehicle charging stations in Prince Rupert at 1st Avenue and Market Place. In addition, carsharing, car rental, and automation are other trends that are likely here to stay as they increase mobility without having to purchase a private vehicle. There are currently no car share options in the City. This strategy lays out the steps the City can take to prepare itself for future transportation trends.

Action 4.6A: Advocate for new ways of travelling including carshare, car rental, and automation

Car share companies and cooperatives provide a valuable service to residents and may allow some households to own fewer vehicles. These companies typically locate in areas where their vehicles will be well used, including in denser, mixed-use areas. Autonomous vehicle technology is rapidly evolving and Level 4 automation (whereby the vehicle can drive itself without supervision in well-mapped urban environments) is likely to be available by 2030 and widespread by 2050. The City can proactively welcome and regulate carshare and autonomous vehicles, researching their impacts, and ensuring an equity approach is taken. This can include consistent bylaws and municipal policies around use of vehicles, pricing, curbside regulations, technology, and other levers to work towards a positive impact.

Action 4.6B: Enhance the availability of charging infrastructure for electric vehicles of all sizes and shapes.

Prince Rupert is aiming to reduce its greenhouse gas emissions (meet or exceed an 80% reduction of 2007 levels by 2050) and mitigate the impact of climate change. The City's OCP identifies transportation as an action area to facilitate the use of more sustainable modes. Part of this is leveraging current and future trends such as electrification. Electric vehicles will be required to be sold by 2040, meaning that the prevalence will grow exponentially until then. The City can continue to install charging infrastructure at City Hall and other civic locations in the community, ensuring that devices such as e-bikes, cargo bikes, scooters, electric vehicles, and emerging modes are able to use these outlets.

Action 4.6C: Ensure new electric charging infrastructure is a required minimum for new developments

The City can ensure that new developments build more electric charging infrastructure as part of construction. The City should review its requirements for new developments, including the following information:

- Require outlets in secure bicycle parking areas
- Ensure building can accommodate a high level of future charging, including parking spaces that are ready for the installation of a final connection point.
- A minimum requirement for Leve 2 chargers as part of parking requirements for commercial and institutional land uses.

Strategy 4.7: Review parking supply and demand that encourages appropriate use to support the needs of residents, visitors, and businesses

As in many communities across North America, parking management is a long-standing issue in Prince Rupert. Parking allows residents, visitors, and businesses to meet their daily needs. However, without regulating or pricing parking, parking can become a serious challenge for the City.

Parking management requires changing the way we think about parking programs and solutions. Parking problems go beyond motorists not being able to find a convenient and free parking space at every time and place. A parking problem can refer to inadequate or overabundance of supply, inefficient management, inadequate user information, and other problems associated with parking facilities and activities. Parking management is necessary to manage the diversity of problems that may arise and weigh solutions and their impacts. Parking management is also key to meeting planning principles outlined in the Official Community Plan that support healthy, sustainable, and diverse land use patterns, which includes reducing sprawl and automobile-dependence.

This strategy outlines actions the City can take to understand the current and future supply and demand of parking, as well as ways to make it more accessible for everyone.

Action 4.7A: Remove minimum parking requirements

Minimum parking requirements for off-street parking are specified within the City's Zoning Bylaw. The City's Interim Parking Management Strategy recommends removing these requirements within the Parking Specified Area (PSA) in the City Core, which would mean that developers are no longer required to provide the specified number of parking stalls or pay in-lieu fees in the City Core. This does not prevent developers providing additional off-street parking if desired and does not affect existing businesses. This change would be introduced to ensure that there is no loss of existing parking. Removing minimum parking requirements is recommended as a best practice to create efficient use of existing parking, remove barriers to development, and support densification. The City should continue to move forward with removing minimum parking requirements from designated Parking Specific Areas in the City Core, and should expand on this to further remove all minimum parking requirements in the City over the longer-term.

Action 4.7B: Consider the feasibility of introducing pay parking in the City Core

Currently, the City does not charge for on-street parking anywhere in the City, including the City Core. This leads to high occupancy rates and low turnover, particularly in the City Core, during times of peak parking demand. Implementing pay parking in the City Core would serve to encourage higher turnover, which is shown to support local businesses by allowing direct, short-term access for shoppers rather than long-term stays in valuable parking stalls. Like other paid on-street parking, best practice suggests requiring payment during business hours throughout the week. Strategically designating pay parking areas for on-street parking would support this outcome, while also generating revenue for the City to support parking enforcement, management, and other initiatives.

Before implementing any changes to parking, the City should consider studying parking conditions in the City Core. Understanding current conditions will help inform thresholds or conditions of when and where pay parking will be required in the City Core, which could include establishing block-by-block occupancy and turnover rates, and the ratio of parking stalls by floor area or number of units.

Action 4.7C: Develop a Residential Parking Permit Program in areas of high parking demand

Some residential areas of the city may experience parking pressures due to adjacent land uses, including residential areas around the City Core, hospital, and schools. Residential parking permit programs can help to reduce parking demand on residential streets. The City should develop a residential parking permit program in residential areas with high parking demand.

Action 4.7D: Identify locations for accessible parking

The provision of public and private accessible parking that is suitable for a variety of users is an essential function of municipal parking regulations. Accessible stall design in Prince Rupert is required to be consistent with BC Building Code; however, since 2018, the provincial building code no longer includes requirements for accessible parking design or supply. This change means that the City will eventually have to develop standards for the location and design of accessible parking in addition to the supply rates outlined in the Zoning Bylaw. As such, the City should consider amending relevant municipal bylaws to ensure that accessible parking standards meet needs in Prince Rupert. As part of this effort, a review of best practice from leaders in accessible parking should be conducted, including the Canadian Standards Associations (CSA), Accessibility for Ontarians with Disabilities Act (AODA), and Americans with Disabilities Act (ADA).

Action 4.7E: Encourage Shared Parking Agreements between private businesses, or private businesses and the City to optimize existing parking

Shared parking agreements can be developed by implementing opportunities for existing businesses to rent out their required stalls for commercial or public use through arrangements administered by the City.

Shared private-public parking is the conversion of private parking facilities to serve the public through its integration into the public management system. Public parking (parking facilities that may be used by the public) inherently serves multiple destinations. The private owner and the City agree for the municipal enforcement system to enforce the rules. Any revenue can go to the city or be shared. The municipality can benefit from incorporating share agreements into their public enforcement system through ticketing.

Parking Stall Leases would allow shared parking among destinations or users through arrangements between private businesses. This would involve establishing a commercial stall lease license that parking owners can apply for with the City and an amendment to the Zoning Bylaw. Allowing sharing agreements to rent out excess parking spaces or allow multiples destinations to be served by a single parking lot can incentivize development because it allows developers to cut down on costs, as well as optimize their existing spaces and gain back monetary benefits from their surplus parking.

Shared parking encourages a “park once” mentality and increases walking, rather than driving, between destinations. Although, if not coordinated or estimated properly, parking conflict or supply shortages may occur. Additionally, if parking agreements or shared parking is managed publicly, increased enforcement and administration resources may be required.

Action 4.7F: Seek opportunities to develop public parking lots in the City Core as needed to serve longer term users through land acquisition or conversion of municipally-owned lots

This action supports contingency-based planning. The need for increased long-term parking that is better placed to strategically support high demand areas has been identified. Seeking opportunities for public off-street parking lots is one option to address this need. Off-street parking should be shared, prioritize longer-term parking (e.g., employee parking), and be efficient so as not to oversupply and compete with other land uses. The introduction of more public off-street parking would enable easier sharing agreements and allow the City to benefit from permitting and ticketing. Finally, parking supply should be geared towards serving an area, not a specific destination, to promote densified, walkable areas.

Specifically, the development of an interim parking lot on Lot 9 is recommended to be developed in the next year. This lot would serve the lower Cow Bay area and meet demand for longer term parking for businesses such as Breakers, Cowpuccinos or Smiles.

Action 4.7G: Reconfigure 2nd Avenue and 3rd Avenue West to increase on-street parking.

On-street parking is convenient, visible, and can be easily made cost efficient. It is a form of shared parking, with each space serving many destinations, and so tends to have a high load factor. It does not require access lanes, and so uses less land per parking space than off-street parking. It is also relatively inexpensive, and can provide a buffer between pedestrians, cyclists, and vehicle traffic. Converting parallel to angled parking increases the number of stalls and makes parking faster and easier. Under some conditions, angled parking increases the rate of collisions, although it tends to reduce their severity. New on-street parking would be regulated to prioritize customer and other high turn-over users and may be designed to user-pay parking in the future. As discussed earlier, the redesign of 2nd Avenue and 3rd Avenue West has the potential to increase the on-street parking supply in the City Core.

Action 4.7H: Maximize parking on 2nd and 7th Street to serve longer term users and free up street parking along 2nd and 3rd Ave

Businesses have raised the issue of customer parking being taken up by employees, as well as a scarcity of spaces available for employees downtown that allows longer term parking. While this problem can be characterized as inadequate supply, it is also insufficient prioritization of parking. Parking prioritization controls who, when, and how long vehicles may park at a particular location to prioritize facility use. Prioritization may be promoted through regulations or pricing systems.

Due to the increased capacity to accommodate parking to due to the relative widths, as well as their relative locations in the Downtown Core, 2nd and 7th Streets between 3rd and 2nd Ave West are recommended as potential areas to serve longer term users. Within the next 1-3 years, this action would involve changing the time restrictions to 4 hours along these streets to allow employees to remain parked in the same spot, with opportunity to move their vehicle at lunchtime, without penalty. In the longer term, this change may be followed by shortening of time restrictions along 3rd and 2nd Avenue West to promote higher turnover and further direct employees and longer-term users to not take up customer parking in front of businesses.

These changes would be implemented with an education campaign targeted at businesses and employees downtown and focused enforcement to promote a change in usage.

Action 4.7I: Increase enforcement actions

Parking management benefits from increased enforcement. In the next 1-3 years staff would look into ways that enforcement of parking regulations and management can be more efficient and increase compliance.

Action 4.7J: Implement an Interim Parking Wayfinding Strategy

A parking wayfinding system is an integrated electronic or signage system that indicates where parking lots are located and identifies regulations and pricing for each location. These systems can support locals and visitors find parking, reduce frustration at lack of parking, and shift thinking about the parking shortage.

While a wayfinding system would best be implemented as one piece of an integrated payment, enforcement, and wayfinding system, an interim plan may simply consist of identifying locations and regulations of existing parking downtown. For example, this can include the development of a brochure or putting existing parking information on the Go-Map or Prince Rupert website. An interim strategy can be updated or implemented into an online app once a comprehensive parking strategy is developed to allow easier ad-hoc adjustments.

7.0 CLOSING AND NEXT STEPS



This is the third report prepared as part of the Prince Rupert Transportation Plan process. The report lays out the long-term plan for improving transportation in Prince Rupert, including providing a long-term vision as well as values to guide transportation decision-making, as well as more specific strategies and actions for each mode of transportation. The report was built on national and international best practices for all modes of transportation and the findings from earlier phases of work.

The next phase of work will focus on charting the course for the future of transportation in Prince Rupert. The strategies and actions lay out the long-term Plan, which will be followed by an implementation and monitoring strategy identifying short-, medium-, and long-term priorities.



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