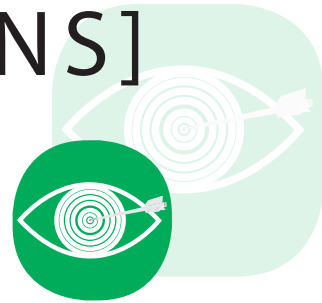




**ELECTRIC  
VEHICLE  
CHARGING**



# [3.0 **OVERALL** DIRECTIONS]



- 3.1 Transportation Vision
- 3.2 Goals
- 3.3 Targets





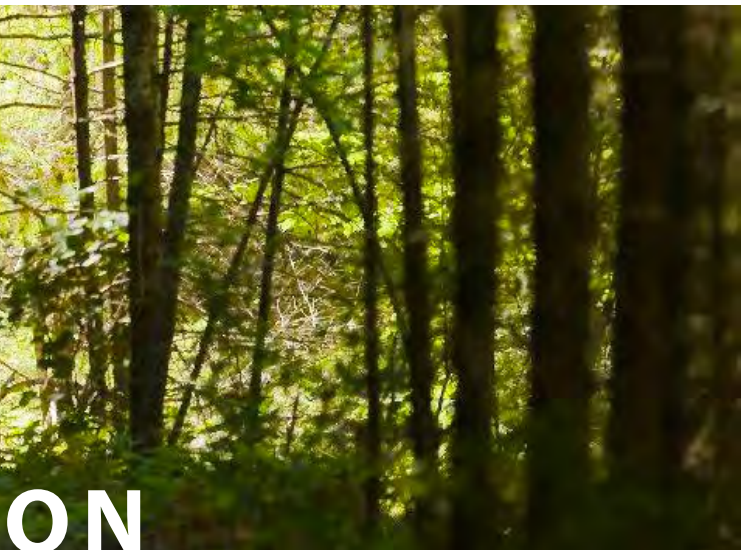
# 3.1 TRANSPORTATION VISION

The Transportation Master Plan is intended to help shape Colwood’s transportation investments and programs over the next 25 years. Establishing a vision and goals guide the direction of the Transportation Master Plan and serve as the basis from the identification and prioritization of improvement opportunities.

In addition to building on the existing strategies, plans and policies as they relate to transportation, land use and economic development, the Transportation Master Plan is directed by the following vision, goals and targets. This section describes this overall direction and confirms the City’s commitment to supporting sustainable transportation modes.



ON



Setting the Stage



Shaping Influences



Overall Directions



Strategic Directions  
and Actions



Implementation



## VISION STATEMENT

The Transportation Master Plan’s vision follows the City’s 2020 Vision statement:

### 2020 VISION STATEMENT

“The City of Colwood is a vibrant community that offers a healthy lifestyle, a strong, diverse economy and a sustainable natural environment”

The vision for the Transportation Master Plan focuses on the three pillars of creating a **vibrant community**, **fostering a diverse economy**, and ensuring a **sustainable natural environment**.



The Transportation Master Plan includes **eight overarching goals** which are based on the OCP's Community Sustainability Goals:



### **Ecosystems & Biodiversity**

Direct growth, development and infrastructure to areas that minimize disruptions to the natural environment. Integrate urban ecology into the design of road infrastructure.



### **Community Health**

Ensure that the transportation system is safe, secure, and comfortable and addresses the needs of vulnerable road users.



### **Basic Needs**

Ensure that the transportation system is universally accessible, affordable, and provides mobility choices for people of all ages and abilities.



### **Personal Health**

Promote healthy and active living by encouraging more walking and cycling, reduce transportation-related air and noise pollution, and a safer network for all road users.



### Sense of Place

Support the development of compact community and complete streets, directing density and growth to attractive, mixed used communities that support walking, cycling and transit and promote social interactions.



### Vibrant Local Economy

Create a transportation system that supports local business through accessibility by walking, cycling, transit, and vehicles.



### Energy, Climate Protection & Adaption

Develop a transportation system that enables accessibility and mobility with minimal use of fossil fuels.



### Water, Resources & Waste

Seek opportunities to integrate sustainable rainwater management practices into transportation infrastructure.

To address these goals, the Transportation Master Plan aligns its priorities with sustainable urban development principles to mitigate environmental harm, support for a vibrant local economy, and contribute to the social and physical health of the community.



## 3.3 TARGETS

In addition to a vision and goals, targets are an important component of a transportation plan. Targets are a critical tool for the City to measure progress over time and monitor the results of policies and actions that have been implemented. They will help to ensure that the Plan is implemented as intended, and to determine whether the Plan is achieving its goals.

Identifying bold, yet realistic mode share targets is an important element in defining the direction that future transportation planning in Colwood will take. Achieving increased targets for walking, cycling and transit will require significant investments and priorities for these modes of transportation. In addition, traditional land use planning will need to be revised to prioritize clustered development within the City's Vibrant Centres to provide a range of mobility connections.

In the Pedestrian and Cycling Master Plan (PCMP) the goal is to achieve a mode share for cycling of 25% in urban areas and 15% across the region, and a mode share for pedestrian travel of 15% by 2038. In BC Transit's Transit Future Plan for the Victoria Region, the mode share goal for transit is 9.5% by 2020 and 12% by 2030.

1. Pedestrian Network
2. Transit System
3. Bicycle Network

Survey respondents identified their rank their top transportation priorities

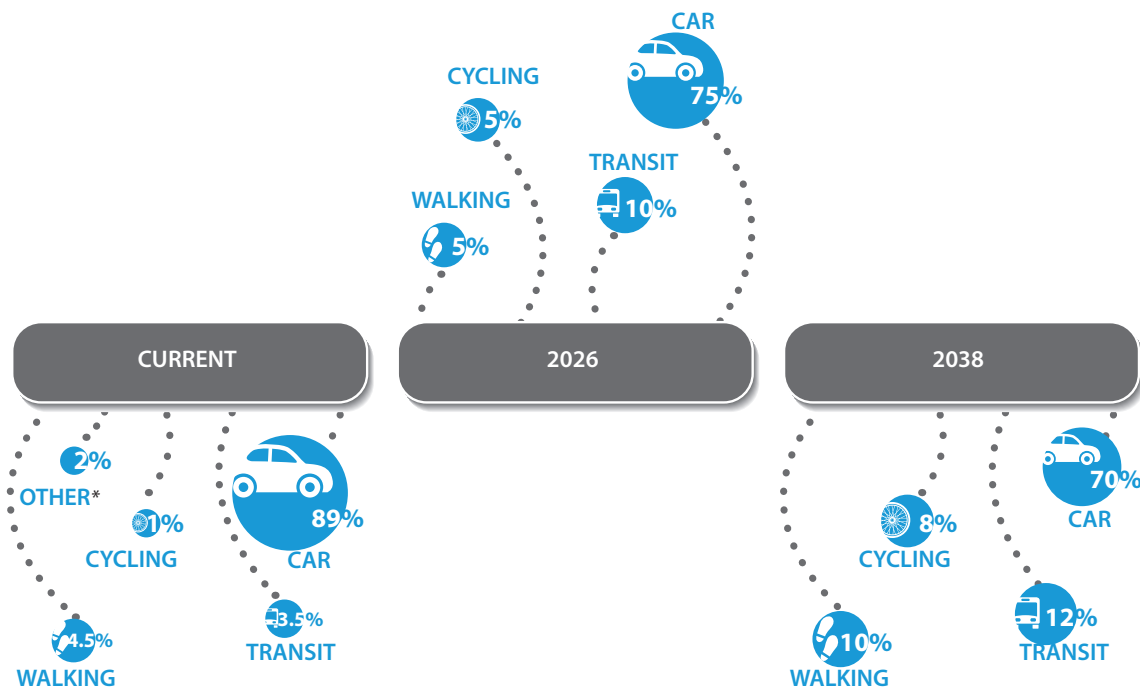
Source:  
Colwood Transportation Survey, April 2014

**Two-thirds of Colwood respondents wanted to see either moderate or significant increases for mode share targets (25% to 30% of all trips by walking, cycling, or transit).**

Source:  
Colwood Transportation Survey, April 2014



Aligning regional mode share targets, community support, and GHG emissions reduction goals, results in the following mode share targets for the Transportation Master Plan:



\*Other modes comprise school bus, other bus (non-transit), taxi, Harbour Ferry, BC Ferries, other marine, train and airplane.

These targets will guide the Transportation Master Plan’s outcomes of achieving a greater mobility mode share, reaching Colwood GHG emission targets, and supporting a greater quality of life within Colwood. The following chapters provide detailed strategies and action to increase sustainable transportation in the City.