Priority Areas

Priority areas are categorized by the type of action needed to advance each priority recognizing that communities across the region have different transportation needs. This proposed approach seeks a viable path forward to resolve transportation issues and address implementation gaps.

Advocacy

Priority areas related to multi-modal infrastructure investments garner cross-regional support or respond to sub-regional needs. These priority areas require action by agency partners (i.e., MoTI and BC Transit) and the CRD role is to advocate for the region's fair share of these investments.

- **RapidBus (Bus Mass Transit):** Accelerate RapidBus implementation.
- **Highway Safety Improvements:** Advance highway projects that focus on multi-modal infrastructure and safety.
- **SSI / SGI Connectivity:** Seek multi-modal and safety improvements to enhance connectivity to Salt Spring Island (SSI) and the Southern Gulf Islands (SGI).
- **Transit – General:** Improve local transit service in rural areas.

Action

Several priority areas require regional direction or local action to implement, and all but active transportation reflect the sub-regional variations in priorities. The CRD role is to act where it has authority, coordinate where needed, and set direction on matters that are currently not the responsibility of any partner.

- **Active Transportation:** Complete the regional trail network and seek dedicated transportation funding for green transportation alternatives.
- **TDM:** Undertake transportation demand management policy and programming.
- **Safety Policy:** Develop and implement a "Vision Zero" policy approach that aims to keep all road users safe from the risk of being seriously injured or killed on the road network.
- **Strengthen Land Use:** Continue to implement the RGS Settlement Concept by directing growth to places that encourage walking, cycling and efficient use of public transit.
- **Parking and Access Upgrades:** Improve access to transit park and rides and parks.

Pivot

A few priority areas require careful consideration of context. These priority areas could be challenging for the region to advance successfully in the short- to medium-term given existing senior government policy direction, current context and costs, and could detract from advancing other priorities. The CRD role is to support a balanced consideration of needs before advancing this work.

- **Governance:** Consider initiating a process to change governance and/or authorities once the region has been able to evaluate the success of prioritization.
- **Light Rail Link and Westshore Passenger Ferry:** Consider taking action on these alternative mass transit approaches once ridership capacity can accommodate both bus rapid transit and light rail and / or passenger ferry.

Summary of Partner Input

PARTNER	TRANSIT			GOVERNANCE	AUTO		ACTIVE	TRANSPORTATION DEMAND MANAGEMENT, POLICY AND ADVOCACY	
	Bus Mass Transit (RapidBus)	Non Bus Mass Transit	General Transit	Governance	Parking and Access Upgrades	Integrated safety focused approach to Highways and Arterials	Active Transportation including Regional Trails	Transportation Demand Management	Policy
JDF			30	30	40				
SGI	20						35		45
SSI			15				70		15
Esquimalt	40	20					40		
Oak Bay	50								50
Saanich	20						40		40
Victoria	20		20				30	15	15
View Royal		25		75					
Colwood	50	15					15	10	10
Highlands					30	40		30	
Langford	20	20			20		20	20	
Metchosin	50	15			35				
Sooke	10					90			
Central Saanich	25				25	20	25		5
Sidney	50						35	15	
North Saanich						100			
TOTALS	355	95	65	105	150	250	310	95	175
AGENCY PARTNER	30	100	70			100			
BC Transit	30		70						
Island Corridor Foundation		100							
MoTI						100			

Priority Setting Process

On December 9, 2020, the CRD Board directed staff to develop a list of regional transportation priorities. Staff worked collaboratively, following an iterative process, with partners having jurisdiction over a transportation function to prepare the list.

In order to generate priorities that reflect the regional and sub-regional needs of all CRD communities, and against which the CRD can act, staff used a two-step evaluation process:

Analysis	**Step 1: Function & Performance** Group priorities by transportation function and individually evaluate against performance criteria.	If performs well →	**Step 2: Action** Categorize functional priority areas by type of action required to deliver on the priority.
Output	Summary of Partner Input Priority Area Fact Sheets		Priority Area List for Board Approval

Partners Responsible for a Transportation Function
- 13 CRD Municipalities
- 3 CRD Electoral Areas
- BC Transit
- Ministry of Transportation and Infrastructure (MoTI)
- BC Ferries
- Island Corridor Foundation

Criteria
- Climate action
- Congestion
- Mode share
- Safety
- Affordability

Key findings
1. Two transportation priorities received broad levels of regional support – BC Transit's RapidBus initiative and active transportation / regional trails.
2. All other transportation priorities received varying levels of sub-regional support, reflecting the different needs of communities across the region; rural and remote communities require different solutions than the urban core and more densely populated centres.
3. Internal point allocation was intentional to drive focus on the transportation priorities of most significance to partners.
4. Partners noted that they support areas to which they did not allocate points, indicating some priorities have broader levels of support than the summary suggests.

Process Steps

1 Identify Partner Priorities
- CAOs / senior executive identify staff technical expert (staff) as contact
- Staff identify top three or four transportation priorities
- Staff assign points to indicate the relative level of importance for their own respective priorities
- Submit priorities to CRD staff

2 Collate and Analyze
- CRD staff grouped like priorities by transportation function to produce the input summary table
- CRD staff analyzed the priorities against criteria to evaluate how each performs in relation to achieving transportation objectives
- CRD staff worked collaboratively with partners to confirm groupings and adjust weighting of their respective priorities
- Some partners sought Council approval of priorities, as required by their own internal processes

3 Validate
- CRD executive validated input with local area administrators
- Proposed list of priorities prepared for Board consideration

4 Board Prioritizes
- CRD staff reports back with draft priorities list and coordination mechanisms
- Seek Board confirmation of priorities
- Seek Board direction to develop implementation strategies for each of the approved priorities