

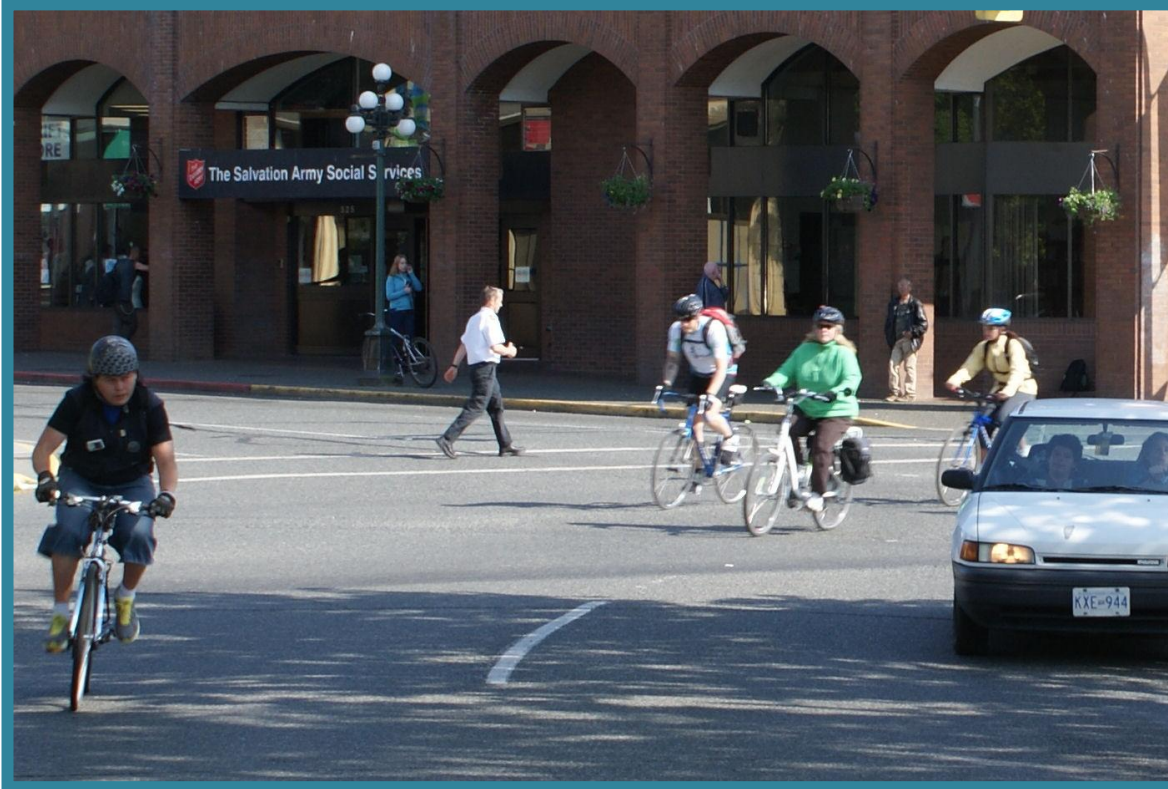
Capital Regional District

Victoria, British Columbia

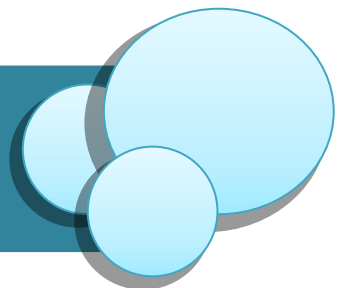
Pedestrian and Cycling Masterplan

Engagement Toolkit

October, 2012



Royal Roads University
Sustainable Community Development



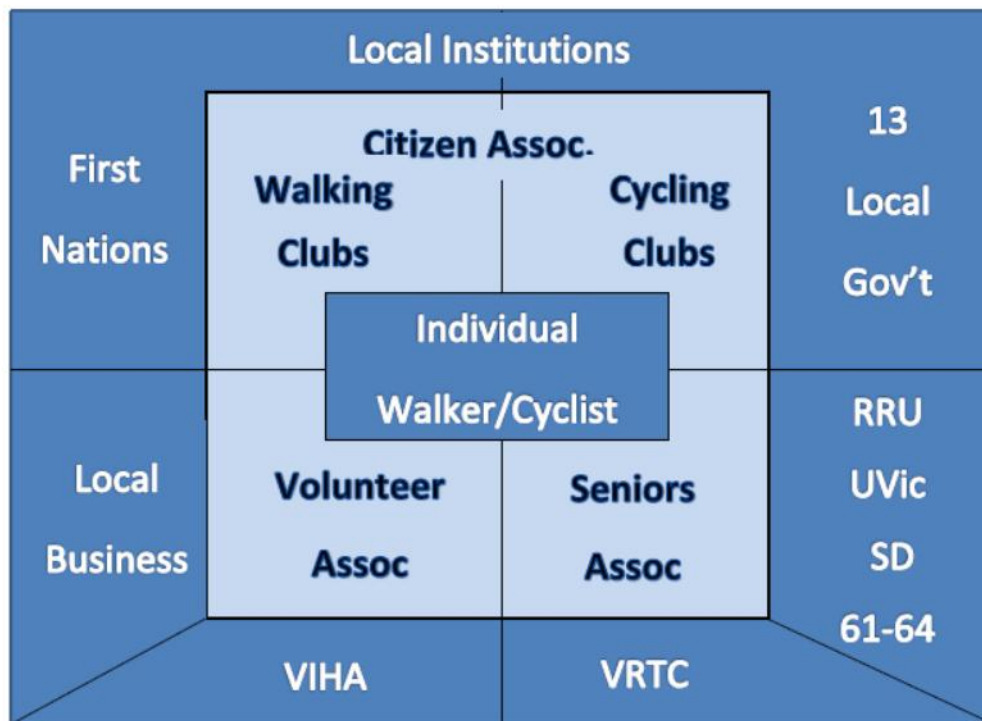
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Tool Kit

This tool kit contains the following tools that are examples of the recommendations identified in the Royal Roads Sustainable Community Development Regional Pedestrian and Cycling Masterplan Considerations for Community Engagement, Education and Evaluation Report (2012).

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Asset Map



Asset mapping:

Take inventory and catalog skills and knowledge of individuals and groups involved so that assets can be mapped and linked with available resources, economic or other. This is an aspect of social networking that has the potential to expand existing bonding ties and creates bridging ties that are essential to meet financial needs of the development plan.

Vision: Building a community plan that adequately represents the desired goals and outcomes of the stakeholders.

Mobilizing and linking assets: Encourage networking between organizations and associations for integration of plans into communities. This can be facilitated through the Constellation Model.

Leveraging Resources: It is important to utilize all assets within a community and at some point resources from outside the community may need to be involved in the development process. In the case of the CRD this includes all stakeholders as well as all institutions, businesses and organizations that will be affected by the PCMP.

Local Institutions	Citizens' Associations	Individuals
13 Municipalities	Cycle Vancouver Island	Children
2 Electoral Districts	Greater Victoria Cycling Coalition	Students
9 First Nations	Victoria Int'l Cycling Festival	Adults
RRU	Capital Bike & Walk Society	Seniors
UVic	Victoria Walks	Cyclists
Camouson College	Seniors Serving Seniors	Walkers
School Districts 61-64	Volunteer Victoria	Drivers
Victoria Health Authority	Rotary & Service Clubs	Skateboarders
Victoria Transit Commission	Victoria Storytellers Guild	Persons in Wheelchairs
Chambers of Commerce	Colwood Community Place	Mother's with Strollers
BIAs		

Constellation Model

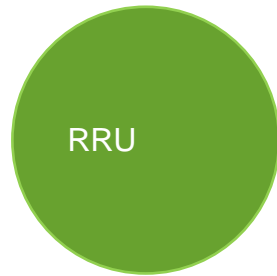
Example: Victoria Stewardship Association



Evaluation (AI Process)



First-Year Goals	Second-Year Goals	Third-Year Goals
Community-wide efforts:		
<ul style="list-style-type: none">• Have introduced AI to youth organizations through public awareness and training• Leadership team has identified how to increase its diversity (including youth reps)• Minimum of 10 active volunteers in our effort	<ul style="list-style-type: none">• AI is being done by at least a few of the youth organizations in our community• Leadership team has increased in its diversity (including youth reps)• Minimum of 20 active volunteers in our effort	<ul style="list-style-type: none">• AI is being done by half of the youth organizations in our community• Leadership team reflects the diversity and strengths of the community• Minimum of 50 active volunteers in our effort
Organization-specific efforts:		
<ul style="list-style-type: none">• Our organization has increased youth input to and youth involvement on our board• Our organization has been able to identify/celebrate its existing Appreciative efforts• Our organization has a core group of internal AI trainers	<ul style="list-style-type: none">• Our organization has increased youth involvement on our board• Our organization has expanded and improved its AI efforts• Our organization's internal trainers have provided training in AI to all of our staff	<ul style="list-style-type: none">• Our organization is externally recognized for the quality of the youth involvement on our board• Our organization is externally recognized for doing a great job of AI• Our organization's internal AI trainers are externally recognized for their ability to provide training about AI



Step 1: Clearly articulate the community engagement program to be evaluated, including:

- the individual community engagement activities to be undertaken
- the critical success factors for these activities
- the intended short, medium and long-term outcomes of the activities
- the potential external factors that may affect the process and outcomes of engagement

Step 2: Establish the purpose for the evaluation and who to involve

- Decide why you want to evaluate your community engagement program
- Identify who the audience for the evaluation will be
- Decide who will conduct the evaluation and who should participate in the evaluation

Step 3: Identify key evaluation questions and information requirements

- Write a list of the questions that will guide the evaluation
- Identify the types of information required to answer the evaluation questions including performance criteria and indicators

Step 4: Identify data sources and methods

- Identify existing data sources
- Decide how and when new data will be collected and analysed
- Decide whether the research plan can be implemented
- Consider the requirements for privacy and ethics approval
- Develop tools for data collection

Appreciative Inquiry Interview Guide

Interviewer:	
Interviewee:	
Date:	

Introduction:

Thank you for agreeing to meet and share your thoughts about cycling and walking in the Capital Regional District. This interview is being conducted to support the work of the CRD and will help inform the development of cycling and walking resources, infrastructure and programs across the region.

The questions that I'm going to be asking are consistent with the practice of Appreciative Inquiry. The purpose of the questions is to help you remember and describe experiences about the best of a situation – in this case, cycling and walking in your community. Often we approach things by asking what's wrong in the hope that we can make changes. In this case, we want to hear about your best experiences so that we can help make it happen more often.

To make this work, please think about, remember, and tell me details about the things you've seen, heard of, or imagined that you've enjoyed, felt proud or have really worked well. As we proceed through this interview, I will be jotting down notes to be sure that we capture your thoughts and stories. Is that OK with you?

Do you have any questions for me?

Opening

The greater Victoria area is such a spectacular part of the country. There are so many people out being active. In many ways, the cyclists and pedestrians in this area are the envy of other like-minded Canadians. The Capital Regional District has developed a Pedestrian and Cycling Master Plan to help make the Capital Regional District Canada's cycling and pedestrian capital. We have so much to learn from you and your stories. You are our inspiration.

- Tell me about one of your greatest cycling or pedestrian moments riding or walking in the region?
- What picture comes to your mind from that moment?
- What senses come to life for you in that moment?
- How does that experience affirm your commitment to cycling and/or walking?
- I'm interested in learning more about your motivation. Remembering back to some of your earlier experiences as a pedestrian or cyclist, I'm wondering if you can describe the thoughts or feelings that motivated you to start.
- What keeps you motivated to cycle or walk on a regular basis?

- In your wildest imagination, what gift would you provide to the community and your fellow citizens to make this region the absolute best place on earth to walk or cycle?

Recording Sheet

(Present situation)

Tell me about one of your greatest cycling or pedestrian moments riding or walking in the region?

What picture comes to your mind from that moment?

What senses come to life for you in that moment?

How does that experience affirm your commitment to cycling and/or walking?

(Past experience)

I'm interested in learning more about your motivation. Remembering back to some of your earlier experiences as a pedestrian or cyclist, I'm wondering if you can describe the thoughts or feelings that motivated you to start?

(Inward focused)

What keeps you motivated to cycle or walk on a regular basis?

(Future dream)

In your wildest imagination, what gift would you provide to the community and your fellow citizens to make this region the absolute best place on earth to walk or cycle?

Closing

Thank you for taking the time to meet with me and for sharing your thoughts and feelings on cycling and walking in the region. This has been such a wonderful chance to learn from your experiences and I'm looking forward to sharing these results with the Capital Regional District. I would like to review some of my notes with you to make sure that I'm capturing your thoughts in the way you had intended.

You are welcome to read my notes or I can simply read back what I've written. Regardless, I want to be sure you are comfortable letting me know if there is anything that needs to be changed.

(either read or let the interviewee read the notes...)

You have provided some rich thoughts and quotes. We would like the opportunity to share some of your thoughts as quotes in our public materials using your first name and last initial, or a pseudonym. Would that be OK with you? If so, I would ask that you authorize our use by signing the recording sheet below.

I agree to the use of material captured on this recording sheet to facilitate transcription and analysis. In addition, I provide my informed and voluntary consent for the Capital Regional District to use quotes from the material recorded on this sheet and attribute the quotes to me using my first name and last initial or pseudonym provided. Use of recorded material beyond the purposes stated above will require additional informed and voluntary consent.

If I chose to withdraw from the interview at any time or determine that the information that I have provided cannot be used for any reason, the information collected will be destroyed without bias.

Materials collected through this interview process will remain as property of the Capital Regional District and therefore be subject to current and future privacy legislation and policies.

Print Name: _____ Date: _____

Signature: _____

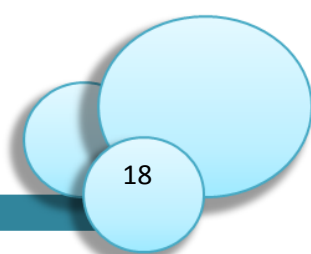
- What questions about cycling or walking in the region does this interview inspire you to want to ask – if any?

- What suggestions or ideas emerged from the interview that might be a possible ‘quick wins’ for the CRD or community to support cycling/walking?

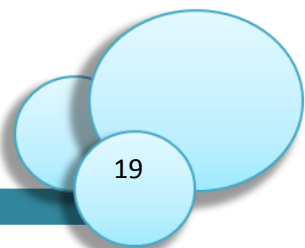
- What suggestions may be more long term, but important to work toward

Resource Guide

Transportation Resources	Community Development Resources
<p>Bike train www.yesmagazine.org/planet/how-to-build-a-bike-train?utm_source=wkly20120622&utm_medium=email&utm_campaign=titleJacobs</p> <p>Low Stress Bicycling www.transweb.sjsu.edu/project/1005.html</p> <p>Measuring Walking & Biking www.transweb.sjsu.edu/project/2907.html http://www.sustainablecommunities.fcm.ca/files/capacity_building_transportation/communitiesinmotion-pub-e.pdf</p> <p>Transit Costs for Low Income http://www.communitycouncil.ca/pdf/2011-BCTTAP-Interim-Report-September-2011-Final.pdf</p> <p>Delivering Low Carbon Travel www.communityplanning.net/pub-film/pdf/DeliveringSustainableLowCarbonTravel.pdf</p> <p>Bikes Belong www.bikesbelong.org</p> <p>Cycling Promotion Example http://midtowngreenway.org/</p> <p>Rural Transportation Study http://www.vtpi.org/tdm/tdm87.htm</p> <p>Health Benefits http://www.victoriafoundation.bc.ca/sites/default/files/uploads/Vital%20Signs%202012/VICFO_7328_VitalSigns_2012_web%20version.pdf</p> <p>Bike Are for Everyone http://www.yesmagazine.org/happiness/seven-reasons-bikes-are-for-everyone-not-just-cyclists?utm_source=wkly20121026&utm_medium=email&utm_campaign=titleGrant</p> <p>Bike Sense Manual http://www.bikesense.bc.ca/</p>	<p>Tamarack www.tamarackcommunity.ca</p> <p>Measuring Social & Economic Impact www.ccednet-rcdec.ca/en/node/10655</p> <p>Social Enterprise info www.enterprisingnonprofits.ca</p> <p>Volunteering Benefits www.psychsocgerontology.oxfordjournals.org/content/58/3/S137.short</p> <p>Evaluation Toolbox Stakeholder Analysis www.evaluationtoolbox.net.au/index.php?option=com_content&view=article&id=52&Itemid=133</p> <p>Be the Change Earth Alliance http://bethechangeearthalliance.org</p> <p>Sustainability Advantage Worksheets www.sustainabilityadvantage.com/products/worksheets.html</p> <p>Community Asset Ownership http://www.communityplanning.net/pub-film/pdf/AHistoryofCommunityAssetOwnershipsmall.pdf</p> <p>Community Development Foundation –UK http://www.cdf.org.uk/content/research/publications</p> <p>Community Development Exchange www.cdx.org.uk</p> <p>The Natural Step http://www.thenaturalstep.org</p> <p>Social Enterprise Support http://www.communitymicrolending.ca/</p>



Local Resources	Inspiring Videos & Resources
<p>Community</p> <p>www.gabriolacommons.ca</p> <p>www.colwoodcommunityplace.ca</p> <p>www.communitycouncil.ca</p> <p>www.victoriafoundation.bc.ca</p> <p>www.skam.ca/bike-ride</p> <p>www.transitionvictoria.ning.com</p> <p>www.vicf.ca</p> <p>www.volunteervictoria.bc.ca</p> <p>Transportation</p> <p>www.gvcc.bc.ca</p> <p>www.capitalbikeandwalk.org</p> <p>www.walk-victoria.com</p> <p>www.gardencitywanderers.ca</p> <p>www.meetup.com/The-Victoria-Nature-Walks-Meetup-Group/</p> <p>www.cyclevancouverisland.ca</p> <p>www.oakbaybikes.com/bicycle-group-rides-in-victoria/</p> <p>www.o2cycling.ca</p> <p>www.randonneurs.bc.ca/</p> <p>www.clubtread.org/</p> <p>www.uvic.ca/sustainability/operations/transportation/alternative/index.php#section0-29</p> <p>http://www.bcaafc.com/</p>	<p>Engage</p> <p>http://www.karmatube.org/videos.php?id=3557</p> <p>Kids Teach Themselves</p> <p>http://www.ted.com/talks/sugata_mitra_shows_how_kids_teach_themselves.html</p> <p>A difference one pop bottle can make.</p> <p>http://www.youtube.com/watch?v=BLg-K97sWxA</p> <p>Perspective is Everything</p> <p>http://on.ted.com/Sutherland</p> <p>Antidote to Apathy</p> <p>http://on.ted.com/Meslin</p> <p>NGO Admitting Failure</p> <p>http://on.ted.com/Damberger</p> <p>Collective Good</p> <p>http://www.collectivegood.org/</p> <p>Alternate for speed control</p> <p>http://www.thefuntheory.com/2009/11/12/fun-theory-award-winner-speed-camera-lottery</p> <p>Transition Network</p> <p>http://www.transitionnetwork.org/</p>



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