

**Service 512 Regional Growth Strategy
Transportation Mode Shift Assessment****ISSUE**

- Transportation remains the largest GHG-emitting sector in the Comox Valley and a multi-pronged approach to transportation alternatives is needed to meaningfully support a transportation mode shift and reduce reliance on private vehicles.

CHALLENGES

- Transportation remains the largest GHG-emitting sector in the Comox Valley.
- Current approaches to offering transportation alternatives (e.g. public transit, e-bike share, active transportation infrastructure) have not been successful in reducing dependence on private vehicles.
- An update given to the Board on [December 5, 2024](#), for the Evolve Bike Share program shows that the proportion of the population who walk or cycle as a commuting method has remained steady and may have decreased slightly in the most recent Census report (2021).

BACKGROUND

In July 2022, the CVRD Board approved the Comox Valley Transit Future Action Plan, which recognized that while public transit is an important component of enabling non-vehicular travel, a broader approach is needed to work toward a meaningful transportation mode shift. The Board approved a second recommendation to work toward a Regional Transportation Mode Shift Action Plan. Prior to undertaking an action plan, staff will research and explore mode shifting actions that will incentivize alternative modes of transportation (e.g. expansion of e-bike shares, increased public transit hours, new active transportation infrastructure) as well as those that disincentivize driving a private

vehicle (e.g. removal of parking, implementation of pay parking) to provide a holistic approach to transportation mode shift solutions.

KEY POINTS

Objectives	<ul style="list-style-type: none"> • Explore how to increase transportation mode shift by reducing reliance on private vehicles • Explore options to incentivize transportation alternatives and disincentivize the use of private vehicles • Assess the viability of resulting options (e.g. cost, ease of implementation, etc.)
Budget	\$ 50,000
Direction	The Board directed staff to develop a regional transportation mode shift action plan as part of the potential Regional Growth Strategy update in 2023
Timeline	2025-2026

OPTIONS

1. Proceed with including the transportation mode shift assessment in the 2025-2029 Financial Plan
2. Provide staff with alternative direction