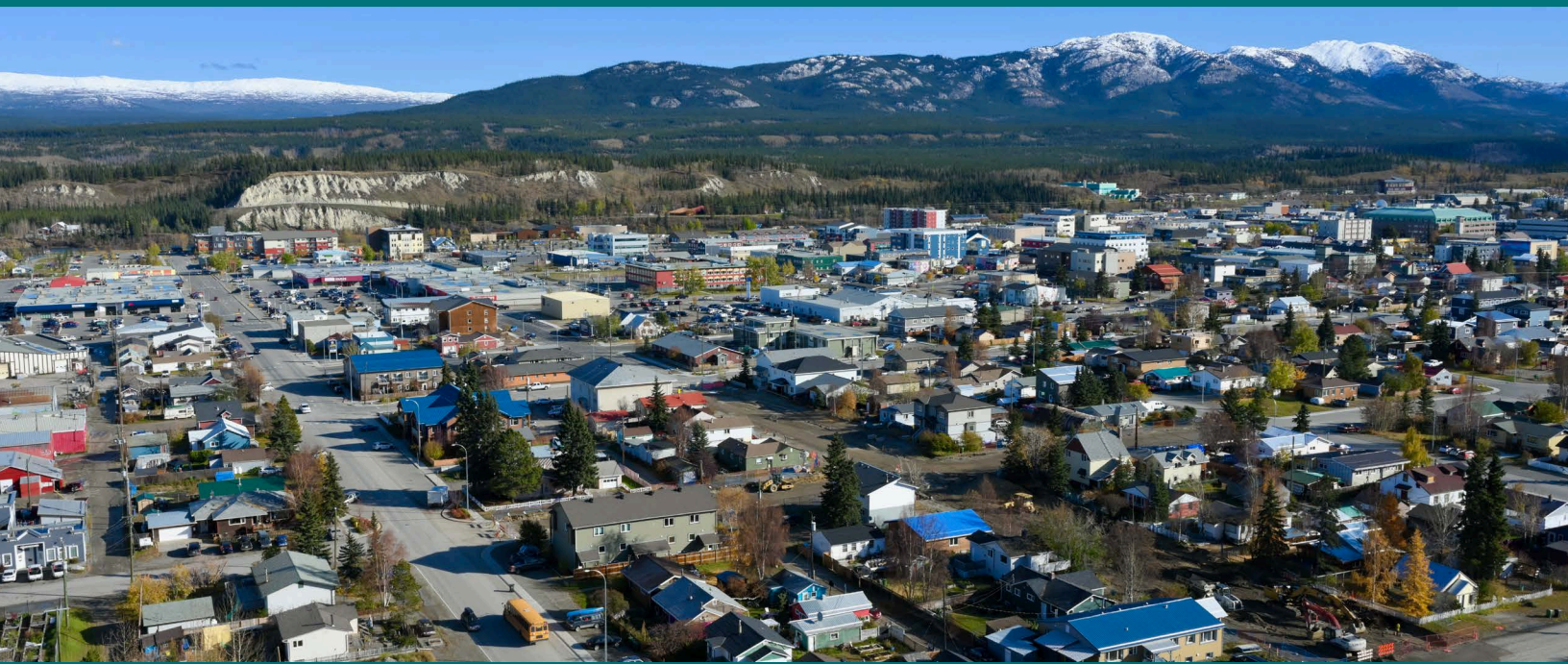


# TRANSPORTATION MASTER PLAN ENGAGEMENT SUMMARY REPORT

## PHASE 1 ENGAGEMENT







## Purpose of Engagement

To share information about the Transportation Master Plan and receive feedback about experiences and desires for the Whitehorse transportation network from relevant stakeholders, interested parties, and the community.

## Engagement Timeline

April 2021 to February 2022

## Indigenous Acknowledgement

The City of Whitehorse is proudly located within the traditional territory of the Kwanlin Dün First Nation and the Ta'an Kwäch'än Council whose histories, languages, and cultures continue to influence our vibrant community, and on whose traditional territory the Whitehorse Transportation Master Plan will guide for years to come.



**City of Whitehorse**  
Stefan Baer, E.I.T.  
Taylor Eshpeter, P.Eng.  
Guiniveve Lalena



**Morrison Hershfield Ltd.**  
Stanley Li, P.Eng., PTOE  
Andres Baez, P.Eng.



**3Pikas Ltd.**  
Simon Lapointe, MCIP, RPP  
Matthias Purdon



# Background

## What is the Whitehorse Transportation Master Plan?

The Whitehorse Transportation Master Plan (TMP) is our long term vision and strategy for transportation decision-making and investment over the next 20 years. The Transportation Master Plan guides how people and goods move around our city and sets our vision and priorities as a community in shaping a multi-modal transportation network. The TMP sets the direction for a vibrant city where people, goods, and places are conveniently connected by diverse transportation options and works towards developing a safe, equitable, and sustainable transportation network for all ages, abilities, incomes, and seasons.

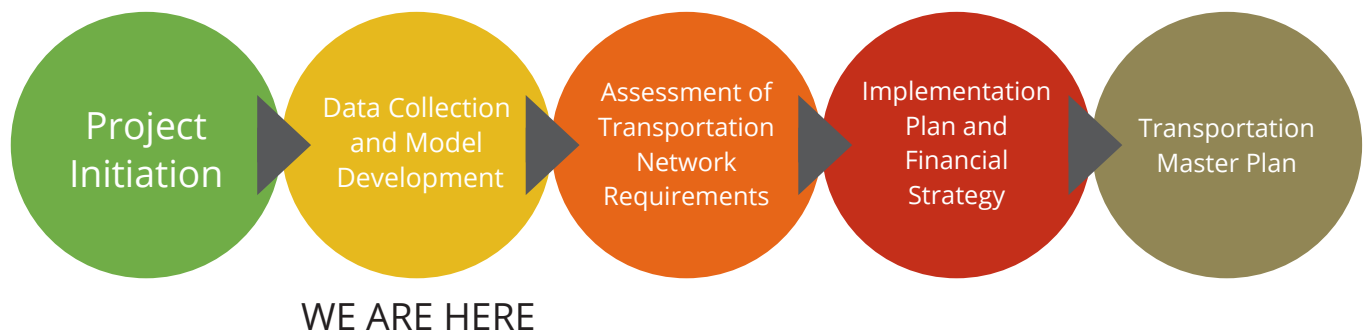


# Engagement Overview

## Engagement Process

Engagement is a key part of developing the Whitehorse Transportation Master Plan (TMP). The goal of engagement is to ensure that the community, key stakeholders, and interested parties have ample opportunity to be a part of shaping and developing the TMP. Engagement and consultation as part of the TMP is being delivered in two phases:

- **Phase 1 Engagement** focuses on understanding how the existing transportation network is experienced and perceived and how people envision our future transportation network.
- **Phase 2 Engagement** focuses on understanding implementation and development of the envisioned transportation network prior to consideration and adoption by Council.



Phase 1 Public Consultation:  
Visioning the Transportation System

Phase 2: Public Consultation:  
Developing and Implementing the Transportation Plan





# Engagement Approach

## Engaged communities are strong communities.

Decisions made by local government are improved through open and transparent processes, and through the input of citizens, key stakeholders, and interested parties. The key to a balanced process is ensuring City leaders and decision makers understand the perspectives, opinions, ideas and concerns of people potentially affected by decisions.

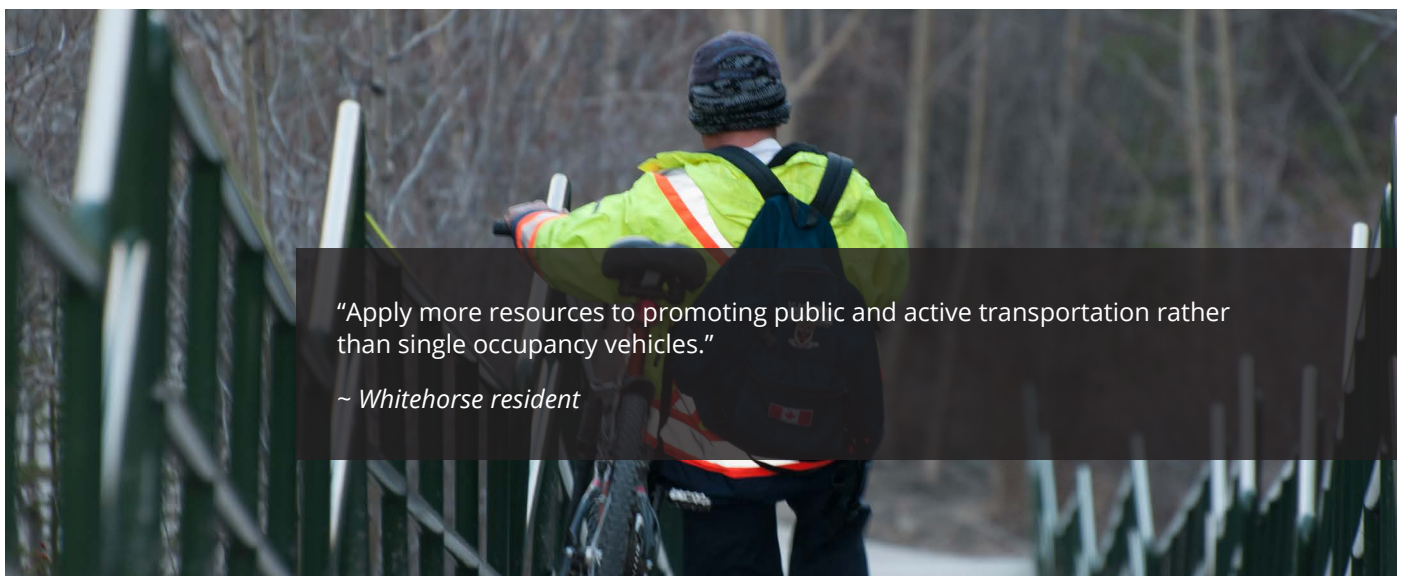
The Phase 1 Engagement goals and objectives are described in this section.

### GOALS

- To **share information** by making timely information, updates and news available through a variety of channels.
- To **receive feedback** to listen and acknowledge concerns and aspirations from the public, key experts, consultants, impacted community members or groups and key stakeholders to bring multiple views and opinions into the process.

### OBJECTIVES

- Raise awareness and understanding of the existing transportation network.
- Facilitate engaging, meaningful, and impactful discussions about transportation in Whitehorse.
- Collect information on current transportation behaviours and potential behaviour changes.
- Identify values and interests as they relate to transportation.
- Explore key issues, opportunities, and challenges.
- Identify transportation needs.
- Understand people's vision for the future of transportation in Whitehorse.
- Understand perceived and actual barriers to using the transportation network.
- Inspire, encourage, and motivate people to think about transportation today and into the future.
- Strengthen relationships with key stakeholders and interested parties and identify champions that can help advance the City's transportation priorities.
- Discuss economic, societal, and environmental considerations for planning, design, operations, maintenance, and decommissioning of transportation services and infrastructure.



"Apply more resources to promoting public and active transportation rather than single occupancy vehicles."

~ Whitehorse resident

# PHASE 1: ENGAGEMENT AT A GLANCE

Key stakeholders, interested parties, and the broader community were engaged in a variety of ways to share information and receive feedback for the Transportation Master Plan and maximize the overall quality and quantity of engagement reach and feedback. Key highlights from Phase 1 Engagement include:

- Over 1200 visits to the project page (644 aware, 353 informed, 269 engaged).
- Over 180 survey submissions.
- Nearly 100 attendees to virtual and live engagement events.

## How We Engaged

The following information was published:

- Dedicated project page including project information, level of engagement, project timelines, key dates, documents, and contact information.
- Communications posts and advertising through the City's communications portals such as public service announcements, email newsletters, and social media.

Webinar (November 30, 2021)

Whitehorse Transportation Master Plan - Webinar #1 - "Whitehorse Moves"

### How We Travel - Potential Destinations

Simon Lapointe, MCL

**POTENTIAL DESTINATIONS**

How far can you get by in 15 minutes by foot, on a bike, by e-bike, by transit, and by car?

**Walking:** Someone walking 4 km/hr can reach about 1 square kilometres.

**Cycling:** Someone biking 12 km/hr can reach about 3 square kilometres.

**Cycling (E-bike):** Someone with an e-bike going 22 km/hr can reach 17 square kilometres.

**Transit:** Someone taking the bus going 40 km/hr can reach 22 square kilometres.

**Driving:** Someone driving a car going 50 km/hr can reach 54 square kilometres.

**Map Legend:**

- Walking (Orange)
- Cycling (Green)
- Cycling (E-bike) (Light Green)
- Transit (Blue)
- Driving (Purple)

**Roads:**

- Arterial (Blue line)
- Collector (Grey line)
- Highway (Red line)
- Local (Black line)

**Map Labels:** Crestview, Taylor, Whistle Bend, Kulan, Porter Creek, Lower Porter Creek, Marwell, Telford, Canucko Gardens District, Valley View, Tank Farm, Hillcrest, Downtown, McIntryre, Ingram, Grainger, Copper Ridge, Lobird, Canyon Crescent, Rensshaw.

Scale: 0, 2.5, 5 km

Whitehorse, mi, 3Pikas

The following engagement activities were conducted:

- **April to October 2021 – Stakeholder Engagement**

Key stakeholders and interested parties were consulted early on to understand the Whitehorse transportation context prior to reaching out to the broader community, introduce the project, and provide an opportunity to ask questions and share insights that would be valuable to the development of the Transportation Master Plan. Over 20 stakeholders and interested parties were directly consulted by project staff and 7 submissions of correspondence were received by project staff.

- **June 2021 – Youth Engagement**

In June 2021, students from Wood Street School Outdoor Pursuits Experiential Science program and the Yukon Montessori School were consulted to learn about youth perspectives on transportation in Whitehorse.

*Public Open House (December 7, 2021)*





- **November 30, 2021 – Webinar**

A webinar was held to introduce the broader community to the project, answer questions, and discuss the project with attendees. The webinar was reposted to the project page for playback for those who could not attend the live event. Over 40 people attended the webinar.

- **December 7, 2021 – Public Open House**

An open house was held at Northlight Innovation in Downtown Whitehorse to introduce the broader community to the public, solicit input through a series of interactive display boards and maps, and answer questions. Over 60 people attended the public open house.

- **February 11-21, 2022 – Pop-Up Display**

Pop up display boards were placed inside the Canada Games Centre to provide information about the project.

*Youth Engagement Session (June 3, 2021)*





Feedback was solicited and received through the following tools:

- **Online Survey**

An online survey was open between November 23 and December 31, 2021 for the community to share about their present experiences with the Whitehorse transportation network and their vision for how they would like to move around in the future. Over 180 survey submissions were received.

- **Online Engagement Tools**

Additional online engagement tools were open between November 23, 2022 and December 31, 2021 for the community to engage with the project and provide additional input.

- Ideas tool: What's Your Idea for Transportation
  - Over 50 ideas.
- Interactive Map tool: Whitehorse Transportation Network Interactive Map
  - Over 240 location-specific contributions were received.
- Ask a Question tool
  - 4 questions asked by the community and answered by project staff.

### Limitations

While a variety of tactics, means, and methods were used to reach a diverse range of people, results from surveys, open houses, and other “open” engagement activities are not a statistically random sample of Whitehorse citizens due to the opt-in and open nature of the participation. To improve the quality and reliability of feedback, the survey required participant registration – which may have contributed to marginally lower survey participation rates. Still, due to the opt-in nature of the participation, results do not necessarily represent the views of all Whitehorse citizens. To improve the overall engagement reach, stakeholders and groups typically underrepresented in civic engagement processes were consulted to increase overall breadth and diversity of feedback.

*Public Open House (December 7, 2021)*



# What We Heard

## Key Themes

Across all Phase 1 Engagement activities, the following key themes were heard from stakeholders, interested parties, and the community:

### 1. Increasing Transportation Options for all Ages, Abilities, Incomes, and Seasons

Many comments cited concerns and dissatisfaction with the lack of reasonable transportation options presently available in Whitehorse besides driving. Many comments expressed desire for increasing affordable, safe, equitable, and sustainable transportation options throughout the year. Frequent mentions included encouraging and promoting year-round active transportation options and enhanced transit services.

### 2. Improve Traffic Safety

Comments cited concerns about traffic safety in Whitehorse. Many comments cited concerns with speeding on urban streets and in residential neighbourhoods, lack of enforcement, near-misses, red light running, school zone traffic safety, and pedestrian crossing safety. Many comments expressed desire to conduct more traffic calming and road safety improvements at key locations throughout the City.

### 3. Focus on Core Transportation Services

Comments cited concerns and dissatisfaction with the level of service that the city was providing in maintenance of existing transportation infrastructure and basic transportation services such as transit and winter maintenance. Comments expressed desire to enhance transportation services such as winter maintenance and transit.

### 4. Complete Streets

Comments expressed concerns that the way the City presently designs transportation infrastructure is perceived to be unsafe and inaccessible for the increasing diversity of transportation users that exist within Whitehorse. Other comments expressed concern that the City's design approach is car-centric. Other comments expressed desire for the City to be bold and creative and reallocate street space for street activities, placemaking, and supporting community and economic activity.

### 5. Climate Action and Sustainability

Comments cited concern about the City's response to sustainability, climate change mitigation and adaptation, and the City's role in enabling residents to make sustainable transportation choices. Others cited concerns that the City was falling behind on following through on greenhouse gas emission reduction targets. Comments expressed desire for increased action on climate change by encouragement and prioritization of sustainable forms of transportation.





# What's The Biggest Change You've Noticed With The Road Network?

Participants were asked what are the biggest changes they have noticed with the Whitehorse transportation network.

Responses centered on the following themes:

- Desire for active transportation improvements
- Concerns with traffic safety
- Concerns with growth, traffic, and development

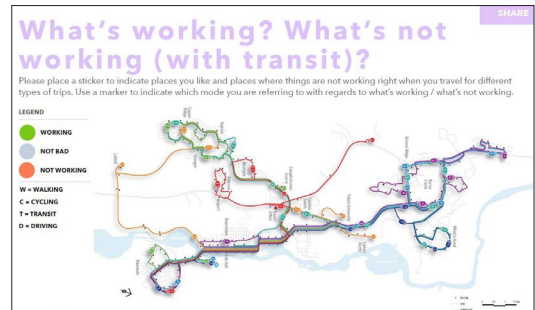
# Ideas From Around The World

Participants were asked to generate ideas for transportation that could be implemented in Whitehorse or select an idea from a list. The following ideas received the most votes from respondents:

- Separated bike lanes on most streets (15 votes)
- Shared streets (traffic calmed streets designed for pedestrians, cyclists, and vehicles) (13 votes)
- Roundabouts (13 votes)
- Protected intersections (13 votes)
- Designing streets for kids (7 votes)
- Pedestrian crossings with flashing beacons (7 votes)
- Bike share program (6 votes)
- Bus rapid transit (6 votes)
- Electric vehicle charging stations (5 votes)

Respondents also provided other suggestions for ideas that could be implemented in Whitehorse. Notable ideas mentioned include:

- Convert limited parking spaces on Main Street to bicycle parking
- Car free streets
- On-demand transit
- Narrower streets
- Upgrade the waterfront trolley to a tram/streetcar
- Park and ride facilities for Downtown and Riverdale







“All bike paths need to connect safely and conveniently (e.g., need connection between Two Mill Hill Road and Riverfront Trail). The bike paths and connections should be safe for children to use”

~ Whitehorse resident

## Moving Forward: How You Would Like To Move Around Whitehorse In The Future?

Participants were asked on how they would like to move around Whitehorse in the future.

Responses centered on the following themes:

- Active transportation and infrastructure
- Accessibility
- Transit
- Parking
- Policy and land use
- Traffic safety



“The Whitehorse transportation network should be independently accessible to anyone 8-80 years old.”

~ Whitehorse resident



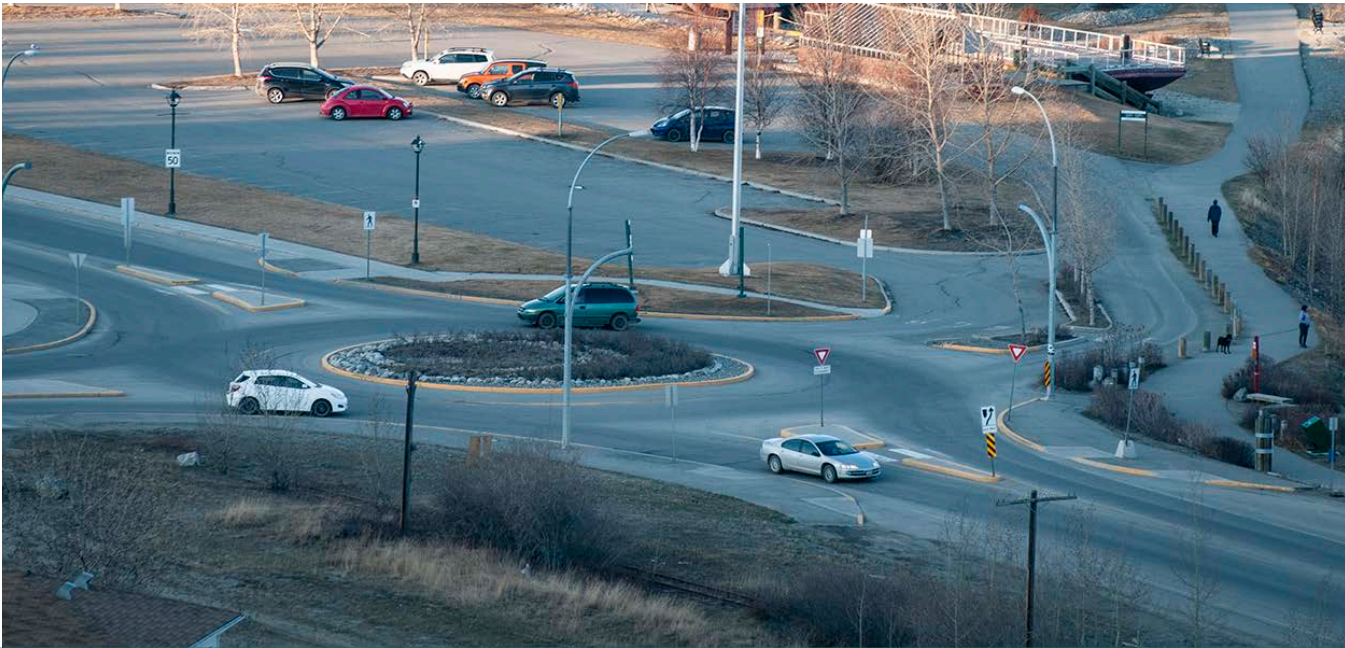
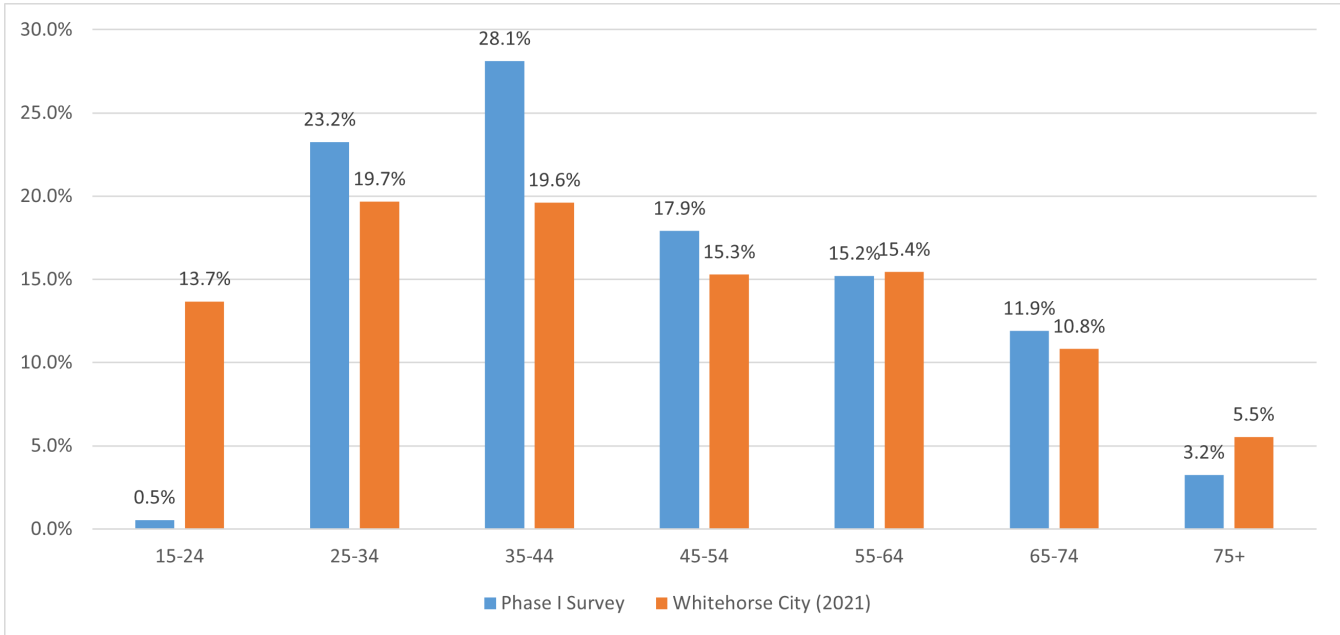
# Online Survey Feedback

An online survey was open between November 23 and December 31, 2021 for the community to share about their present experiences with the Whitehorse transportation network and their vision for how they would like to move around in the future. In total, 189 survey submissions were received. This sections summarizes feedback from the online survey.

## Demographics

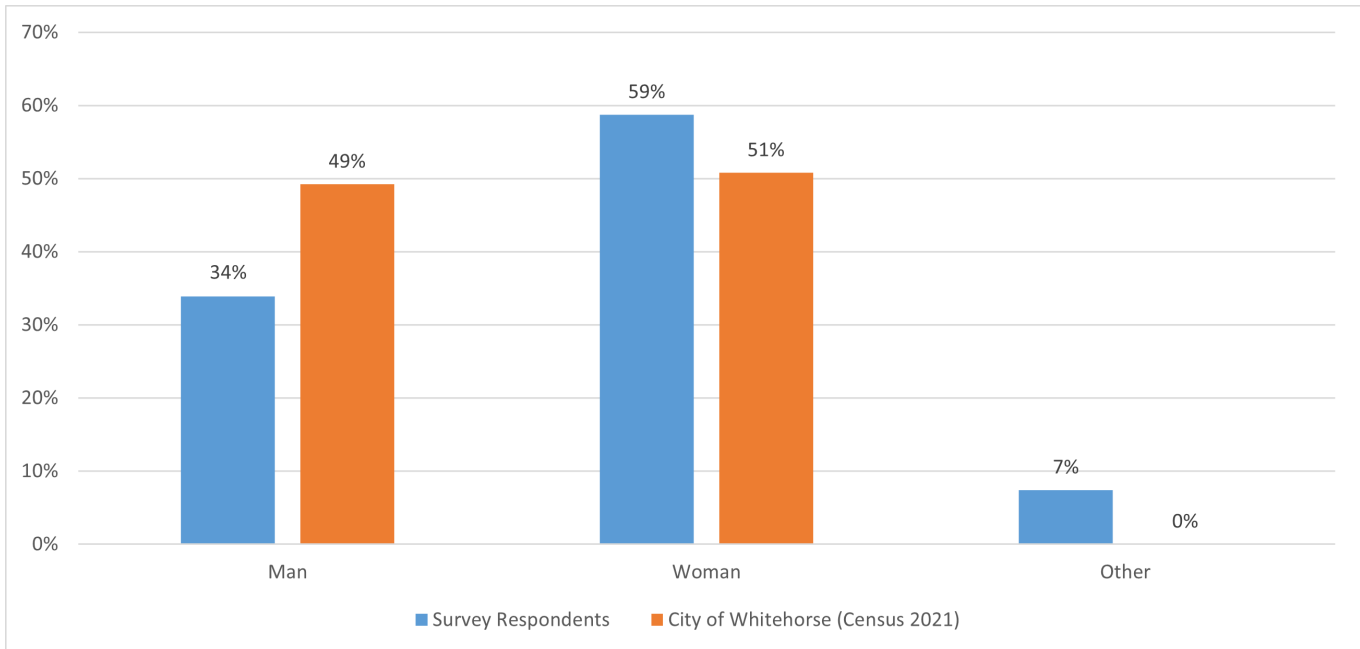
Survey responses were largely completed by people aged 35-44 (28%), people who identify as women (59%), people who identify as Caucasian/White (91%), and people without a disability (90%).

## Age

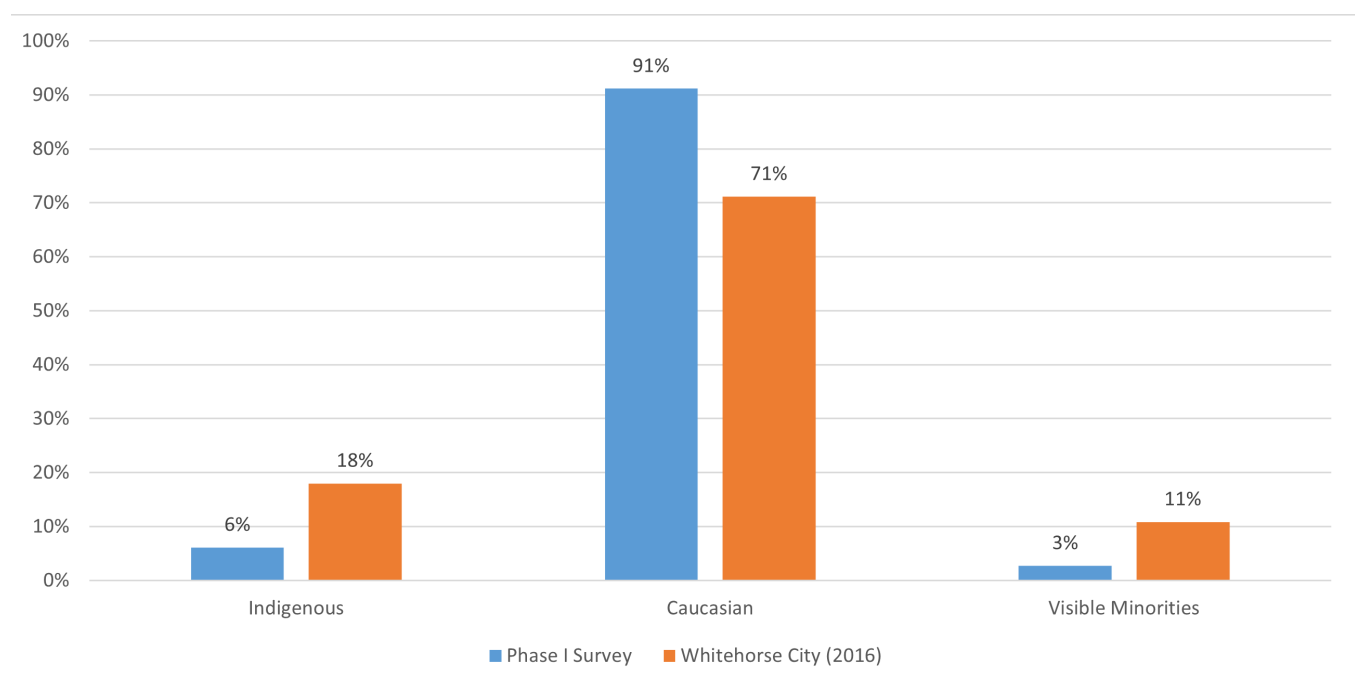




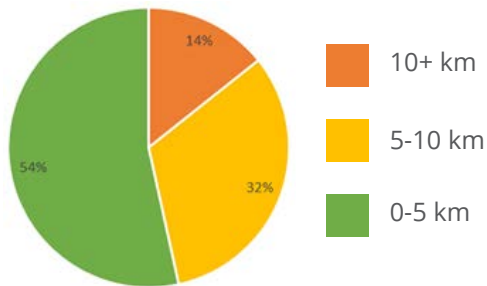
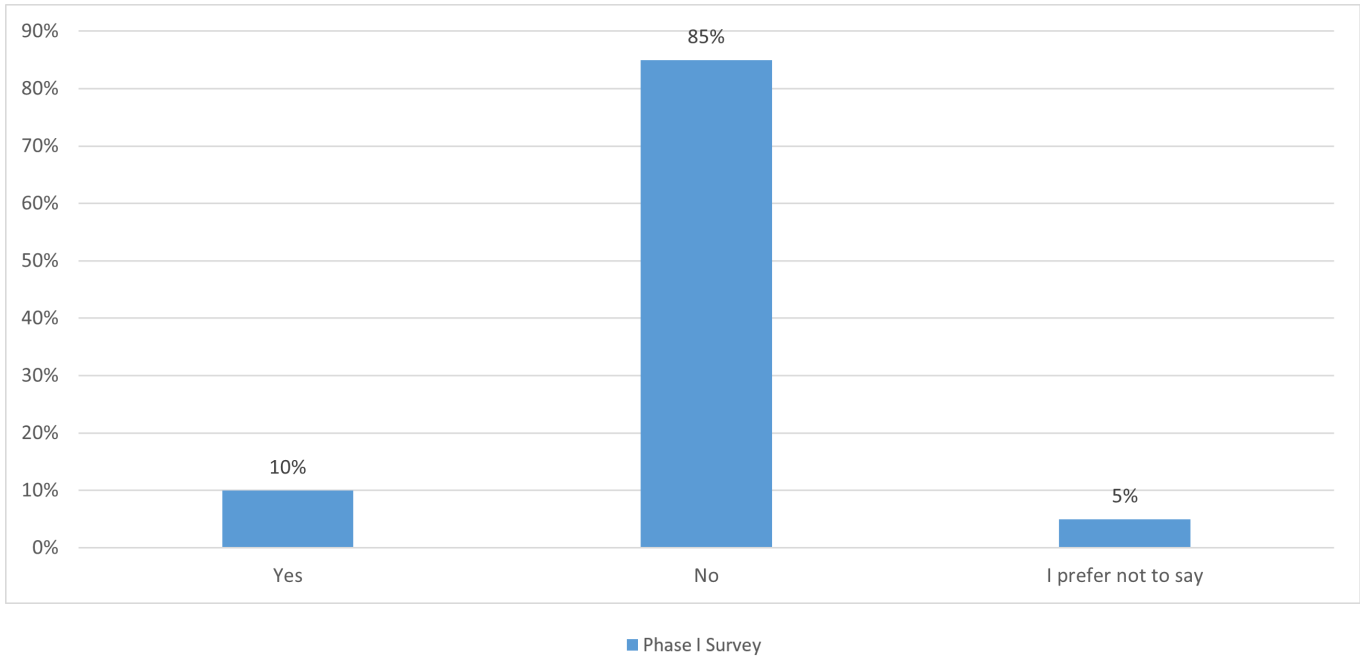
## Gender Identity



## Ethnicity/Racial Identity



## Disability



## Distance to work/school

Participants were asked about how far they need to travel to their typical places of work or school.

The majority (54%) of respondents indicated that they live relatively close (less than 5 km) to their place of work or school. 32% of the respondents live 5-10 km, while the other 14% live more than 10 km or more to their place of work or school.

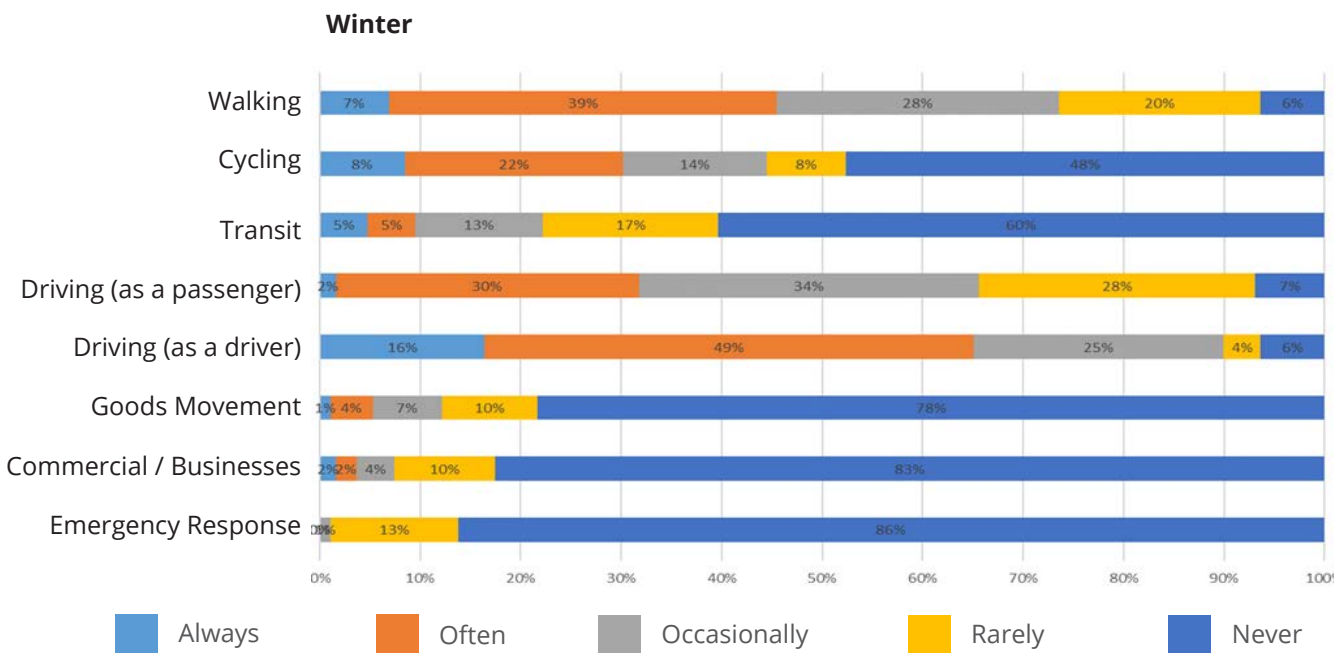
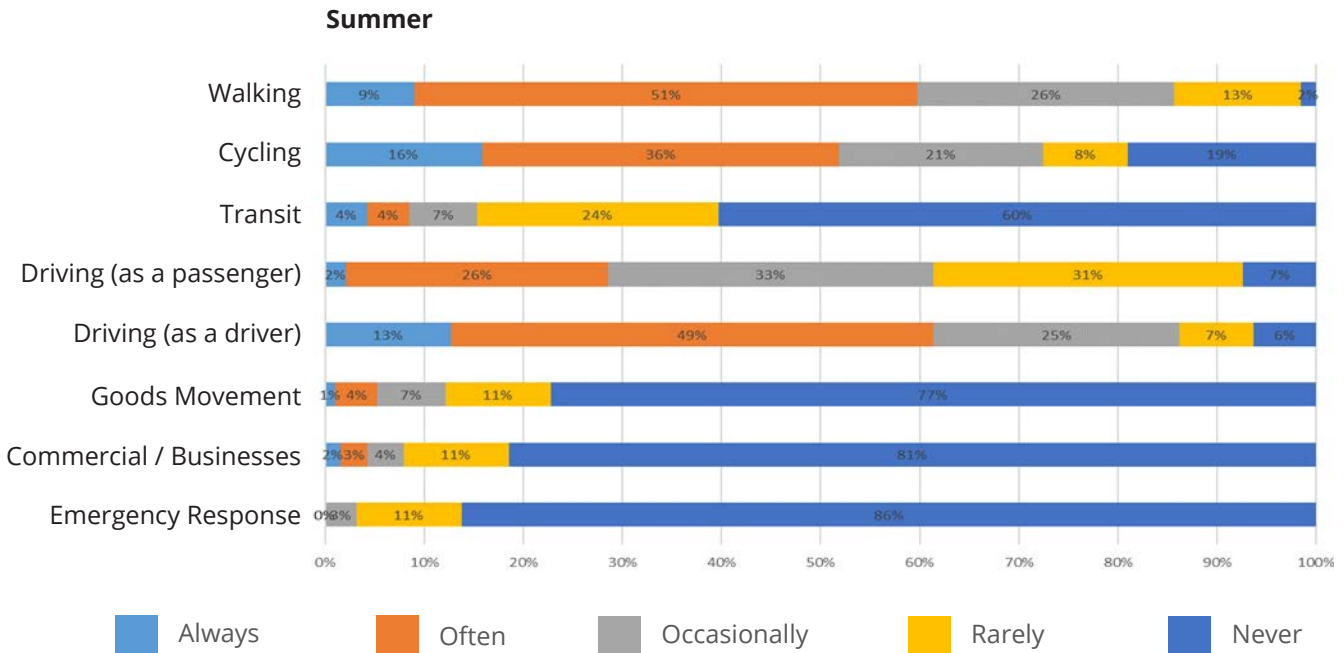




# Mode of Transportation

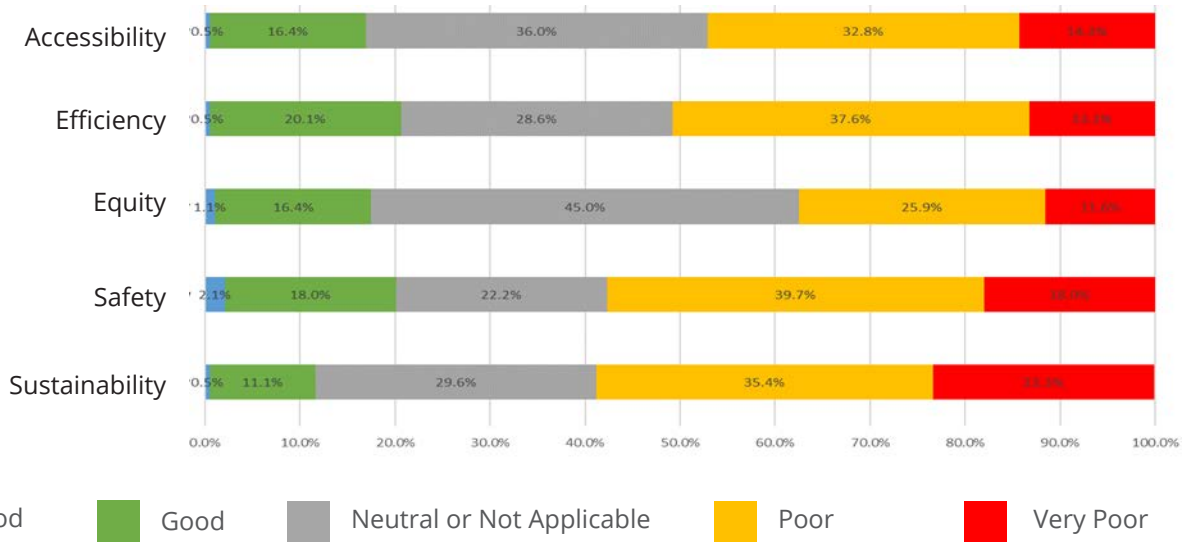
Participants were asked about their primary modes of transportation in the summer and the winter.

Driving (as a driver/single occupancy vehicle) represents the most frequently used mode of transportation during both summer and winter in Whitehorse among survey respondents with more than 60% of the respondents indicating they “always” or “often” use it. Respondents indicate higher preferences for walking and cycling in summer, and lower preferences for walking and cycling in winter. Among survey respondents, transit is the least used mode of transportation.

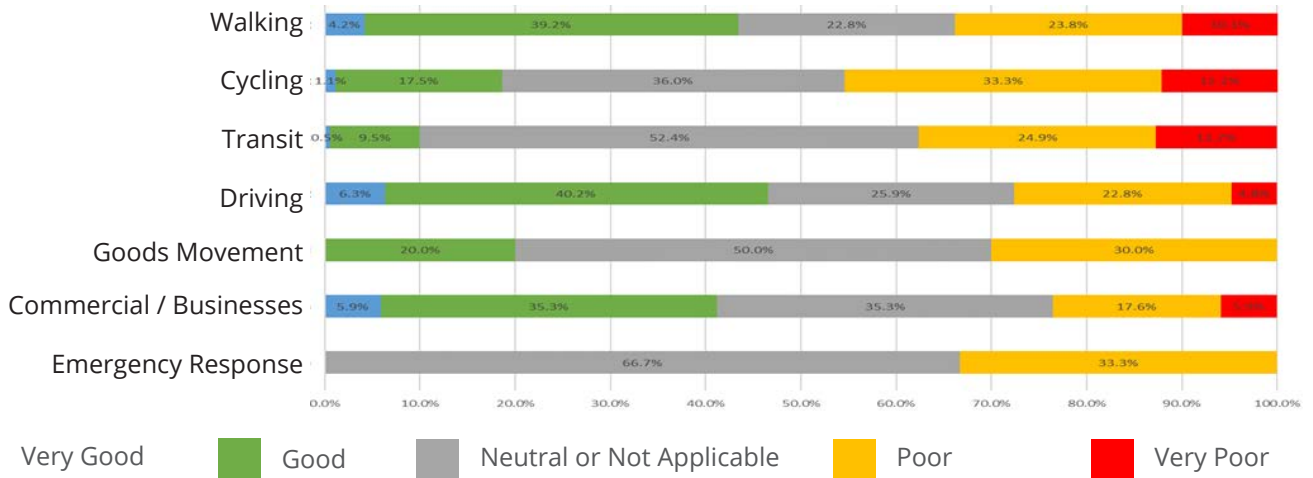


# Experience Using Transportation Network

Participants were asked to rank their level of satisfaction with the Whitehorse transportation network regarding accessibility, efficiency, equity, safety and sustainability, and regarding experience with different modes of transportation including walking, cycling, transit, driving, goods movement, commercial/business activities, and emergency response. Results regarding commercial/business activities and emergency response may not be representative given the low sample size of these modes.



In general, respondents have a relatively negative experience using the Whitehorse transportation network in terms of accessibility, efficiency, equity, safety, and sustainability.

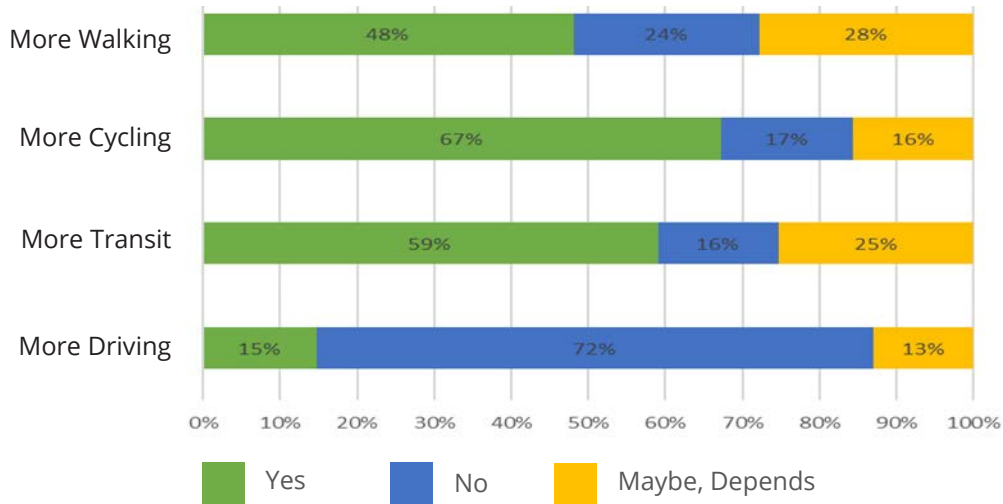


In general, respondents indicate higher satisfaction with walking and driving and lower satisfaction with cycling and transit in Whitehorse.



## Desired Modes of Transportation

Participants were asked which modes of transportation they would use more if the transportation network was improved for that mode.



Respondents indicated a significant desire for increased improvements to sustainable forms of transportation, particularly cycling and transit. Driving is considered the least desired transportation mode amongst respondents.

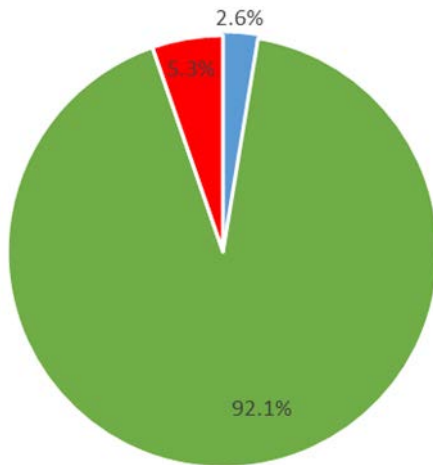
Participants were also asked about their ownership and usage of gear and equipment for different modes of transportation that may pose a barrier for them using that mode of transportation (e.g. ownership of a bicycle, ownership of a fat bike, ownership of adequate winter clothing, usage of a transit pass).

Respondents indicated that they are generally well-equipped to walk, cycle, or take transit, and that the availability of personal transportation specific gear or equipment was less of a key barrier for them to choose their desired modes of transportation.

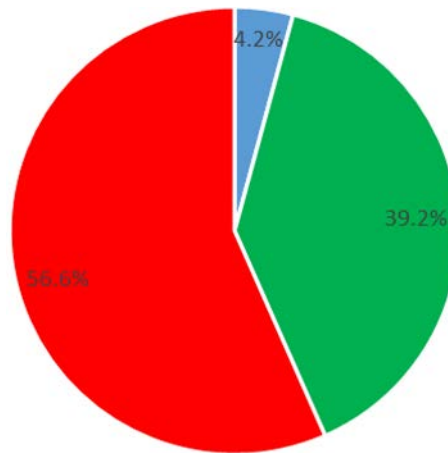


## Traffic Safety

Participants were asked about their experiences with traffic safety in Whitehorse. Specifically, participants were asked whether they or their family members recently experienced a near-miss or a collision within Whitehorse.



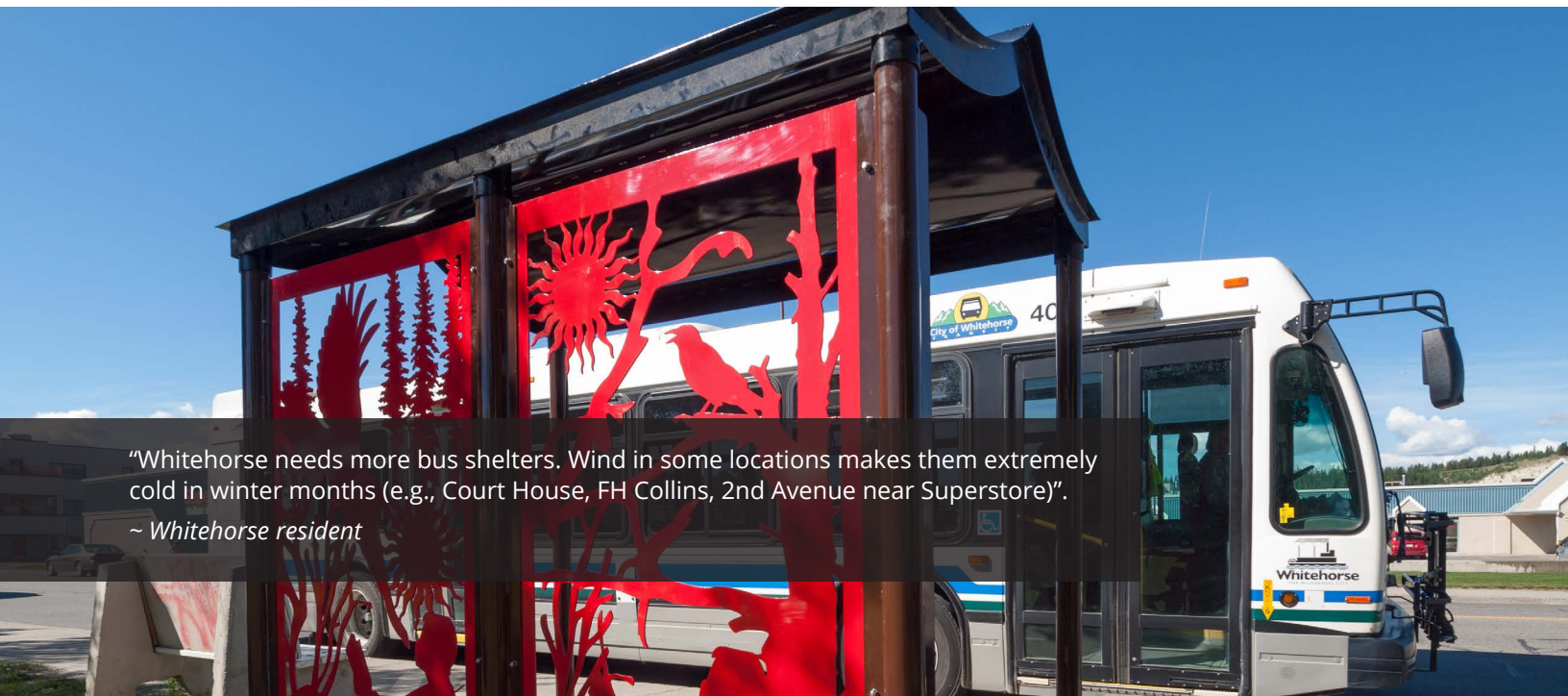
Percentages of the respondents experienced a collision causing serious injury or fatality in their families during the past 5 years



Percentages of the respondents experienced a significant near-miss in their families during the past 5 years

- I prefer not to answer and/or I am not comfortable sharing
- No
- Yes

5.3% of the respondents indicated that they or their family members experienced one or more collisions resulting in serious injuries or fatalities, and 56.6% of the respondents indicated that they or their family members experienced a significant near-miss that could have potentially led to a collision in the past 5 years.



"Whitehorse needs more bus shelters. Wind in some locations makes them extremely cold in winter months (e.g., Court House, FH Collins, 2nd Avenue near Superstore)".  
 ~ Whitehorse resident



## Priorities Moving Forward

Participants were provided information on the City's authority and jurisdiction over transportation, its role in developing, operating, maintaining, and regulating the transportation network, and funding transportation improvements, infrastructure, and services.

### Capital Priorities

Participants were asked to select their top three priorities of a list of potential capital improvements.

Respondents indicated significant preference for active transportation, pedestrian crossing, and transit capital improvements ranging from bike lanes, sidewalks, enhanced pedestrian crossings, and bus shelters.

Priorities	Total Number	Percentage
Active transportation (e.g., bike lanes, bike boulevards, MUP, sidewalks)	146	77%
Pedestrian crossings (e.g., crosswalks, rapid flashing beacons, coloured crossings)	81	43%
Transit infrastructure (e.g., bus shelters, bus stops, etc.)	79	42%
Traffic control at intersections (e.g., roundabouts, traffic light, signal timing)	65	34%
"Safe Routes to School Program" for those travelling to/from school	53	28%
Residential area traffic calming (e.g., speed bumps, chicanes, raised crosswalks)	49	26%
Traffic capacity (e.g., lane widening, new connections to the Alaska Highway)	31	16%
Commercial goods movement (truck routes, delivery routes, truck lanes, etc.)	5	3%
Other	16	8%

### Operating Priorities

Participants were asked to select their top three priorities of a list of potential operating improvements.

Respondents indicated significant preference for increased winter maintenance on active transportation routes, increased transit service, frequency and coverage, and increased winter maintenance on roadways.

Priorities	Total Number	Percentage
Winter maintenance on active transportation routes	89	48%
Transit service, frequency, and areas	47	25%
Winter maintenance on roads	33	18%
Enabling rapid response to traffic incidents	6	3%
Real-time information systems to help road users decide routes and departure times	3	2%
Other	9	5%

### Transportation Policies and Standards

Participants were asked to select their top three priorities of a list of potential transportation policies and standards.

Respondents indicated the highest preferences for improving standards and policies relating to accessibility and bicycle parking requirements in new developments and some support for reviewing speed limits across the entire City.

Priorities	Total Number	Percentage
Accessible design standards for City infrastructure	43	23%
Increase bicycle parking requirements	38	20%
Review speed limits across the entire City	30	16%
Require EV charging stations in new developments	20	11%
Other	55	30%

### Funding Transportation Infrastructure and Services

Participants were asked to select their top three methods for funding improvements to transportation infrastructure and services.

Unsurprisingly, respondents indicated strong preferences to continue to seek funding from external governments. However, respondents still indicated a high preferences for funding transportation infrastructure and services through increased property taxes suggesting that support exists for increased transportation infrastructure and service.

Priorities	Total Number	Percentage
Seeking external funding from external governments	140	74%
Property tax increases	78	41%
Local improvement charges	36	19%
Development cost charges	33	18%
Tolls	26	14%
Others	40	21%

## Ideas Tool: What's Your Idea for Transportation?

An ideas tool was open between November 23 and December 31, 2021 for the community to share their ideas for transportation in Whitehorse. In total, 57 ideas were submitted.

The top three ideas ranked by number of votes are as follows:

- "I would like to highlight the need for Safe Active Transportation Infrastructure, through protected bike lanes. To improve pedestrian safety" (16 votes)
- "Make 3<sup>rd</sup> Ave a Green Street!", "Prioritize spending on active transportation" (12 votes each)
- "Best Winter Cycling City in North America", "On demand bus service" (8 votes each)

The top three ideas by number of comments are as follows:

- "Intersection of 2nd and 4th @ NIS"
- "Use red asphalt for cycle routes so they show up in the winter"
- "Whitehorse needs a second bridge to ensure access to the hospital. If the existing bridge becomes impassable most people will be cutoff."

## Interactive Map Tool

An interactive map tool was open between November 23 and December 31, 2021 for the community to provide location specific comments regarding transportation in Whitehorse. In total, 249 contributions were received with ideas, feedback, concerns, and requests regarding near-misses between road users, signal timing, winter maintenance, traffic, accessibility, parking, and traffic safety.

The majority of positive map pins cited satisfaction with the non-motorized multi-use pathway network such as the Riverfront Trail, Millennium Trail, and Two Mile Hill trails and the City's increased efforts to ensure that these trails are maintained all year round. The majority of negative map pins focused on traffic safety and active transportation on key corridors (2<sup>nd</sup> Avenue, Two Mile Hill Road, and Lewes Boulevard), snow and ice clearing for active transportation on Hamilton Boulevard, and increasing traffic on Mountainview Drive.





## Youth Engagement

In June 2021, students from Wood Street School Outdoor Pursuits Experiential Science (OPES Grade 9) program and the Yukon Montessori School (Grade 6-7) were consulted to learn about youth perspectives on Whitehorse transportation. For both engagement sessions, participating students were asked to prepare video or PowerPoint presentations of their experiences with transportation and mobility in Whitehorse to present to TMP project staff. Following their presentations, project staff asked questions of the youth participants and their experiences with transportation.

Feedback from youth respondents generally centered on the following themes:

- Challenges with using the existing transit network and concerns with transit frequency, reliability, scheduling, routing, and coverage.
- Safety concerns at many locations across the City, particularly for students who walk and cycle. Concerns include traffic safety, driver behaviour, speeding, distracted driving.
- Concerns with lack of connected, convenient, and safe active transportation routes. Desire for encouragement and promotion of sustainable transportation modes, particularly cycling and development of missing connections in the active transportation network.
- Concerns that the existing transportation network does not support independent youth mobility. Desire for the City to develop a transportation network that supports safe youth mobility safe to and from school, work, activities, and minimize the need for parent/guardian pickup/drop-off.



## Stakeholder Feedback

Stakeholders and interested parties (see Appendix) with varying interests and influences in the transportation network were consulted to understand the Whitehorse transportation context prior to reaching out to the broader community, introduce the project, and provide an opportunity to ask questions and share insights that would be valuable to the development of the Transportation Master Plan.

### Government Agencies/Organizations

Feedback from government agencies/organizations respondents generally centered on the following themes:

- **Traffic Safety**  
Concerns with traffic safety and desire for conducting safety improvements throughout the City.
- **Emergency Response**  
Concerns with emergency service needs and desire to improve emergency response times and evacuation procedures.
- **Active Transportation**  
Desire to develop all ages, abilities, incomes, and seasons active transportation network across the City.
- **Integrated Planning**  
Concerns regarding land use and transportation planning integration and desire to develop more holistically.
- **Transit**  
Desire to improve transit service frequency, coverage, and reliability.
- **Inter-Governmental Collaboration**  
Desire for increased collaboration between governments especially in areas of overlap such as the highway corridor through the City, school transportation planning, safe routes to school programs, enforcement, and road safety programs.









## First Nations Governments

Feedback from First Nations governments within the City of Whitehorse generally centered on the following themes:

- **Collaboration**  
Desire to continue to build on past momentum of collaboration with the City on advancing mutual transportation goals.
- **Traffic Safety**  
Concerns with traffic safety within First Nation neighbourhoods and among their citizens. General desire to implement traffic safety improvements in these areas and across Whitehorse broadly.
- **Transit**  
Concerns that the existing transit service does not adequately serve the daily life choices of First Nation citizens. Desire to see increased transit service, routing, coverage, and frequency.



## Community Groups and Organizations

Feedback from community groups/organization respondents generally centered on the following themes:

- **Transportation Options**  
Concerns with the level of transportation options currently available in Whitehorse today. Desire to increase transportation options.
- **Equity**  
Perception that the design and development of transportation infrastructure prioritizes one segment of the population (drivers) while neglecting that many don't have the means or privilege of driving. Desire to see Whitehorse prioritize equity in transportation planning, design, maintenance, and operations so that people who do not drive have dignified forms of transportation.
- **All Ages, Abilities, Incomes, and Seasons**  
Desire for a transportation network that is independently accessible to all ages, abilities, and incomes throughout all seasons for all modes of transportation.







## Summary of Correspondence

Project staff received 7 submissions of correspondence from organizations that were not directly consulted. While the mandates and specific transportation needs of each respondent vary, feedback from submissions of correspondence are generally as follows:

- Continued action towards climate action, mitigation, adaptation and resilience and general sustainability.
- Ensuring that the TMP does not propose significant adverse environmental impacts, particularly transportation infrastructure through wildlife corridors.
- Appreciation of the City's trail network, particularly the City's maintained non-motorized multi use pathway network.
- Perception that the City's existing transportation network is very car-focused and car-centric. Transportation network needs diversification to adequately support people's daily needs and work towards long term accessibility, equity, safety, and sustainability goals.
- Desire for connected, convenient, safe, sustainable, and equitable active transportation options for all ages, abilities, incomes, and seasons to support health and wellbeing and overall quality of life.
- Increased transit service frequency, coverage, and reliability across the City with the aim of supporting vulnerable sectors of society.
- Desire for comprehensive transportation and traffic safety improvements through infrastructure, regulations, enforcement, and education.
- Use transportation as a tool for advancing equity outcomes for women, visible minorities, indigenous peoples, people with disabilities, and vulnerable sectors of society.

## Next Steps

Throughout Phase 1 Engagement, it is clear the community desires to rethink how the way we move around our City. There is significant desire to increase transportation options, work towards safer streets, focus on core transportation services, develop complete, inclusive, and accessible streets, adapt to and mitigate the impacts of climate change, and promote sustainable transportation options. Project staff will use these key themes heard in Phase 1 engagement to develop the guiding vision, values, and goals and the draft TMP.

Please visit [Engage Whitehorse](#) to learn more about the TMP and future engagement opportunities.





## Appendix A – Ideas for Action

Countless ideas and suggestions were received from engagement participants. Below is a potential list of ideas for action for the TMP aligned with the key themes heard:

### **Increasing Transportation Options for all Ages, Abilities, Incomes, and Seasons**

- Rapidly implement a connected, continuous, separated, and maintained all ages, abilities, incomes, and seasons bicycle network (bike lanes, multi-use pathways, protected cycle tracks).
- Support transportation demand strategies: bike share system, scooter share system, car share system.

### **Improve Traffic Safety**

- Review speed limits across the City.
- Conduct traffic calming in residential neighbourhoods and areas with vulnerable road users (schools, playgrounds, senior centres, social services, etc.).
- Add pedestrian beacons/signals to key pedestrian crossing locations.
- Conduct spot improvements at key intersections and locations with known road safety issues and history of collisions.
- Enhance signal timing to reduce conflicts between vehicles and pedestrians.

### **Focus on Core Transportation Services**

- Develop a 311 request system to allow citizens to report non-emergency transportation requests (e.g. potholes, broken signage, etc.).
- Enhance winter maintenance on the City's active transportation and road network.
- Increase transit service, coverage, frequency, and reliability.
- Improve parking management in Downtown.

### **Complete Streets**

- Review and update City's design standards, maintenance standards, and bylaws to be more inclusive for all ages, abilities, incomes, and seasons and encourage transportation options.
- Conduct an accessibility audit of the City's transportation infrastructure.

### **Sustainability and Climate Action**

- Prioritize transportation improvements that increase mode share of sustainable modes of transportation (walking, cycling, transit) and decrease single occupancy vehicle use.
- Develop an on-street electric vehicle charging network.



## Appendix B – Engagement Statistics

Table 1 – Communications Statistics

Channel	Timing	Reach	
Transportation Master Plan Project Page	November 23, 2021-February 21, 2022	Visits:	1200
		Aware:	644
		Informed:	353
		Engaged:	269
<b>Social Media</b>			
Organic Facebook Posts	November 23, 2021-February 21, 2022	Number of posts:	3
		Reach:	2155-4694
		Engagements:	25
Boosted Facebook Posts	November 23, 2021-February 21, 2022	Number of posts:	2
		Reach:	6650-20077
		Engagements:	72
Organic Instagram Posts	November 23, 2021-February 21, 2022	Number of posts:	5
		Reach:	402-920
		Engagements:	56
Twitter Posts	November 23, 2021-February 21, 2022	Number of posts:	5
		Reach:	3394
		Engagements:	110
Social Media Ads	November 23, 2021-February 21, 2022	Number of posts:	2
		Reach:	988-4647
		Engagements:	34
<b>Email Newsletters</b>			
Email Newsletter #1	November 29, 2021	Number of recipients:	96
		Open rate:	89.6%
		Click rate:	20.8%
Email Newsletter #2	December 2, 2021	Number of recipients:	134
		Open rate:	80.6%
		Click rate:	17.2%
Email Newsletter #3	December 20, 2021	Number of recipients:	248
		Open rate:	81.5%
		Click rate:	6%

**Table 1 – Communications Statistics - Continued**

News Releases (City News Highlights)			
Public Service Announcement	November 23, 2021	List #1: Recipients/subscribers: List #2: Recipients/subscribers: Open Rate:	Email 700 Website 261 39.85%
City News Highlights	November 26, 2021	List #1: Recipients/subscribers: List #2: Recipients/subscribers: Open rate:	Email 700 Website 167 46.11%
City News Highlights	December 3, 2021	List #1: Recipients/subscribers: List #2: Recipients/subscribers: Open rate:	Email 700 Website 169 44.38%
City News Highlights	December 10, 2021	List #1: Recipients/subscribers: List #2: Recipients/subscribers: Open rate:	Email 700 Website 170 48.82%

**Table 2 – Event Statistics**

Event	Date/Time	Location	Reach	
Webinar	November 30, 2021 18:00-19:00	Online via Zoom	Registered Attendees <sup>1,2</sup> Project Staff: Payback Views:	40  6 132
Public Open House	December 7, 2021 11:30-19:30	Northlight Innovation 2180 2 <sup>nd</sup> Avenue Whitehorse, YT	Attendees <sup>3</sup> Project staff:	57 7
Pop Up Display	February 11-21, 2022	Canada Games Centre 200 Hamilton Boulevard Whitehorse, YT	N/A	

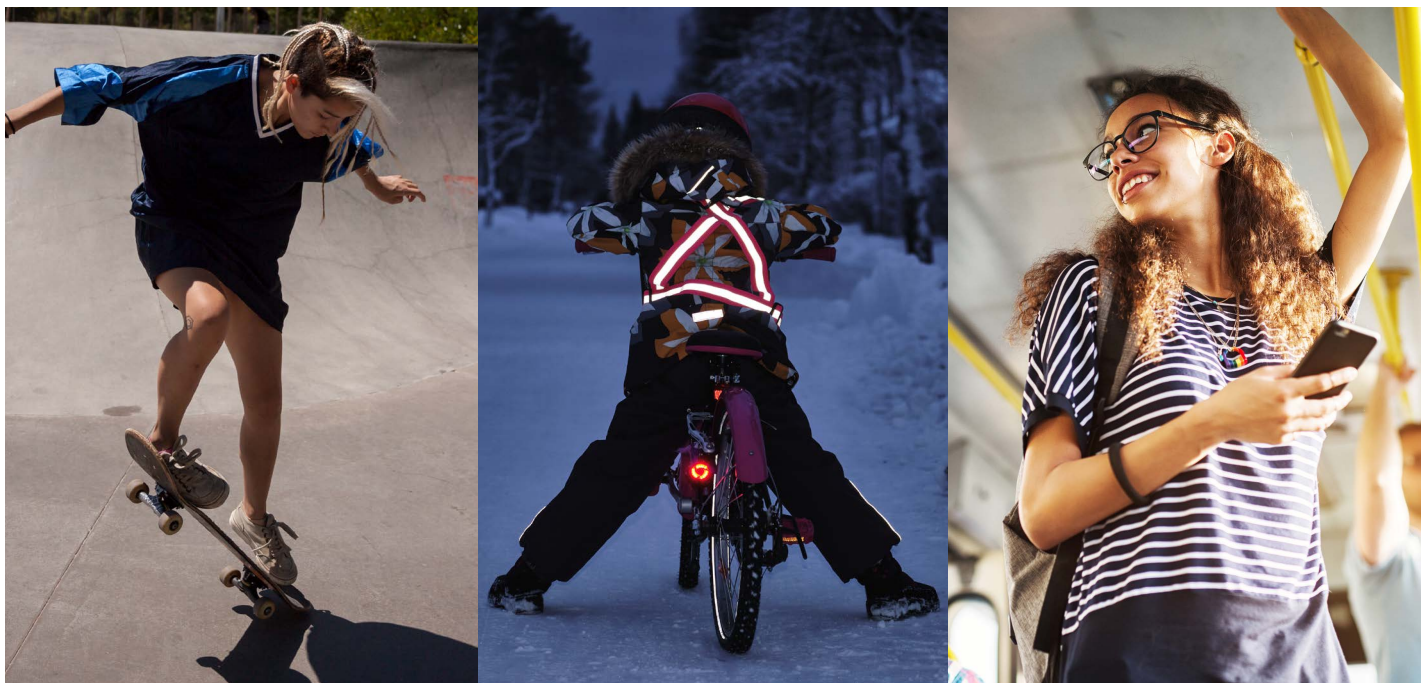
**Table 3 – Engagement Feedback Statistics**

Engagement Activity	Date	Reach	
Online Survey	November 23, 2021-February 21, 2022	Contributions:	189
Online Survey for Organizations	November 23, 2021-December 31, 2021	Contributions:	5
Ideas Tool: What's Your Idea for Transportation	November 23, 2021-December 31, 2021	Contributions:	280
Interactive Map tool: Whitehorse Transportation Network – Interactive Map	November 23, 2021-December 31, 2021	Contributions:	249
Ask a Question Tool	November 23, 2021-December 31, 2021	Questions:	4

<sup>1</sup> This figure represents the number of registered users watching the webinar. This figure represents the minimum number of attendees and is likely an underrepresentation of total attendees as members of the same household may have watched the webinar together.

<sup>2</sup> This figure represents the maximum number of registered users at any point during the webinar. The number of registered users varied throughout the webinar with many leaving after the presentation ended and during the question and answer period.

<sup>3</sup> This figure represents the minimum number of attendees based on number of COVID-19 contact tracing registration and is likely an underrepresentation as one person may have registered on behalf of a group of people.





# Appendix C

## Stakeholders and Interested Parties Directly Consulted

### Government Agencies/Organizations

#### City of Whitehorse

- Bylaw Services
- Engineering Services
- Fire Protection Services
- Fleet and Transportation Maintenance
- Planning and Sustainability Services
- Transit Services

#### Government of Yukon

- Department of Highways and Public Works
  - » Road Safety, Transport Services, Transportation
  - » Transportation Engineering, Transportation
- Department of Health and Social Services
- Department of Education
- Department of Environment
  - » Climate Change Secretariat, Corporate Services and Climate Change
- Department of Community Services
  - » Emergency Medical Services, Protective Services
  - » Land Development, Community Development
- Department of Energy, Mines and Resources

#### Kwanlin Dün First Nation

#### Royal Canadian Mounted Police (Yukon)

#### Ta'an Kwäch'än Council

#### Yukon Energy

### Community Groups/Organizations

- Blood Ties Four Directions Centre
- Challenge Disability Resource Group
- Cycling Association of Yukon
- Elder Active
- Seniors Action Yukon
- Whitehorse Chamber of Commerce
- Whitehorse Urban Cycling Coalition
- Whitehorse Walks
- Yukon Council on Aging
- Yukon Status of Women Council

### Youth

- Wood Street School Outdoor Pursuits Experiential Science Program (Grade 9)
- Yukon Montessori School (Grade 6-7)

### Stakeholders and Interested Parties Providing Written Submissions

- Canadian Parks and Wilderness Society (CPAWS)
- Government of Yukon, Community Services, Community Development, Sport and Recreation Branch
- Safe at Home Society
- Valleyview Community Association
- Whitehorse Cross Country Ski Club
- Whitehorse Walks
- Yukon Status of Women Council