

WHISTLER ACTIVE TRANSPORTATION STRATEGY

JUNE 2024

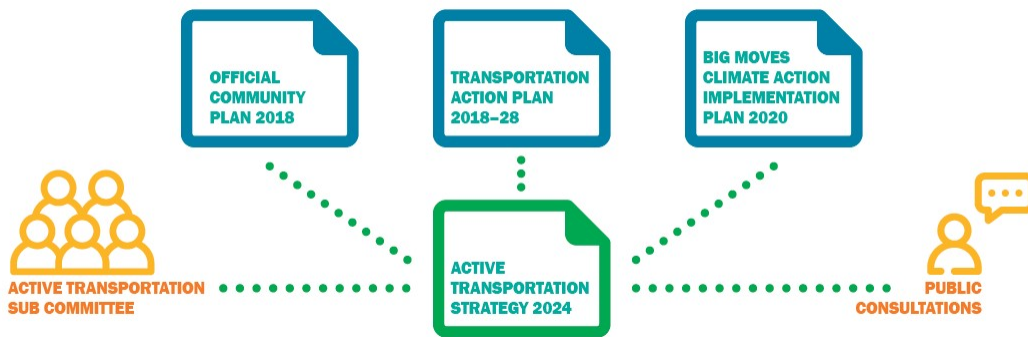
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1.0 EXECUTIVE SUMMARY

This Active Transportation Strategy (ATS) brings together existing priorities, objectives and goals related to active transportation and is bolstered by community engagement, research, and new Federal and Provincial policies and programs. It is a single comprehensive view of active transportation that will make it easier for the Resort Municipality of Whistler (RMOW) to prioritize and plan investments in policies, plans, partnerships, infrastructure, and programming so that residents and visitors of all ages and abilities can move beyond the car—walking, cycling, and using other types of active transportation throughout our community.

We do not have to start from scratch in mapping out how RMOW, along with external stakeholders and community partners, can support and increase the number of residents and visitors choosing human powered transportation; active transportation is addressed in existing Whistler planning documents including the Official Community Plan (OCP), the Whistler Transportation Action Plan (TAP), and the Big Moves Climate Action Implementation Plan (CAIP). By bringing all the relevant sections together into a standalone strategy, RMOW can be more efficient and quickly move toward implementation.



WHAT IS ACTIVE TRANSPORTATION?



Active transportation refers to the movement of people or goods powered by human activity. It can take many forms including walking, cycling, paddling, skiing, snowshoeing, and hybrid mobility aids such as wheelchairs, scooters, skateboard, e-bikes, many of which incorporate electric motor assist. Active transportation also includes walking to bus and shuttle stops. In 2024, the Province of BC established new “light e-bike” and “standard e-bike” classes that allows the use of e-bikes on public roads and bicycle facilities. The RMOW maintains some restrictions on the use of e-bikes on recreational trails ([learn more](#)).

To avoid lengthy descriptions of all types of devices throughout this document, wheeled devices are grouped with bicycles and e-bikes under the category of “cycling.” Similarly, mobility aids such as wheelchairs and walkers are grouped with pedestrians under the category of “walking,” as are cross-country skiers. Therefore,

references in the plan to “walking and cycling” include persons using mobility aids, cross-country skis, e-bikes and micro-mobility devices.

VISION AND GOAL

The ATS is anchored by the Community Vision established in the 2020 OCP, “Whistler: a place where community thrives, nature is protected, and guests are inspired”. With this statement in mind, the ATS established a vision and for active transportation in Whistler and brings forward the active transportation goal as defined in the Big Moves Climate Action Implementation Plan. In this way, the ATS can shape and map out the direction of active transportation in Whistler in a concise way that aligns with existing commitments and priorities.

The **vision** of the ATS is to build an active transportation system that is **growing, safe**, and contributes to community efforts to **reduce greenhouse gas (GHG) emissions**.

The **goal** of the ATS is that, by 2023, **50% of trips are by transit or active transportation**.

As the ATS vision and goal demonstrate, in Whistler, integrating active transportation into our community fabric is about enhancing mobility options and it is also a critical component of our commitment to climate action. By promoting walking, cycling, and other forms of human-powered transportation, we reduce GHG associated with traditional vehicles. This shift not only supports our climate mitigation goals but also enhances our resilience to climate change impacts. Active transportation reduces dependence on fossil fuels, reduces air pollution, contributes to economic development, and fosters healthier, more livable and vibrant neighborhoods. By investing in infrastructure that prioritizes walking and cycling, we are not only improving public health and accessibility but also taking proactive steps towards a sustainable and climate-resilient future for Whistler.

OBJECTIVES

With the vision and goal as its backbone, the ATS includes five core objectives that are based on active transportation sections of the OCP, CAIP, and TAP and incorporate research, technical analysis, community

	Vision for Active Transportation	Goal for 2030
	Growth, Safety & GHG Reductions	50% of all trips by transit or active transportation

- OBJECTIVE 1**
Establish a comprehensive year-round active transportation network.
- OBJECTIVE 2**
Ensure everyone can safely and easily use the network.
- OBJECTIVE 3**
Provide essential infrastructure, amenities, and operational support for the network.
- OBJECTIVE 4**
Create awareness and motivation for people to use the network year-round.
- OBJECTIVE 5**
Prepare for increasing use of the network to 2030 and beyond.

engagement, and collaboration with the Sub-Committee. By pursuing these objectives, RMOW is well positioned to grow usage of active transportation, make it safer, and contribute to lowered GHG emissions.

The five objectives of the ATS also, importantly, align with provincial and federal active transportation policies and planning including the National Active Transportation Strategy (2021), Clean BC (the Province's plan to lower climate-changing emissions by 40% by 2030), and BC's Active Transportation Strategy, "*Move. Commute. Connect.*" (2019). This is an important consideration since the RMOW, as municipality, has a specific realm of authority and other levels of governments, organizations, and businesses also have a role to play. The more we can align with external plans and policies, the more opportunities we will have to find funding and to collaborate. Furthermore, these objectives reflect the unique opportunities and challenges that come with being one of BC's primary tourist destination. The ATS incorporates solutions to enable as many people as possible – of the over 3 million annual visitors – to choose walking and cycling as their primary method of moving throughout our community, and to do so safely.

OUTCOMES & ACTIVITIES

To ensure the ATS leverages the work already completed in other strategic documents and matches the ambition they established, each objective is contextualized by a set of **outcomes**. The outcomes describe what happens if we achieve our objectives, they are what success will look like in our community. Having outcomes articulated in the ATS in this way allows RMOW to identify tangible activities that need to be taken while also leaving space to adapt as necessary to leverage emerging opportunities or accommodate technological or contextual changes. The **activities** we already know need to be pursued are listed in detail in Appendix A.

Activities include such things as securing funding, initiating design concepts for new or updated sections of the network, making decisions related to staff resourcing, policies, programming, studies, and capital investment.

Many of the activities are the responsibility of one or more RMOW departments while others are the primary responsibility of other organizations or entities. As an overarching strategy encompassing all aspects of active transportation, the ATS allows RMOW to initiate collaborations to ensure ongoing maintenance and operational support of the network.

MEASURING SUCCESS

It will take time, collaboration, and financial resources to achieve the five objectives and realize the outcomes in the ATS. An important first step is consolidating active transportation priorities, policies, programs, and plans into this single source. This makes it easier to get started. As the RMOW focuses on implementation, it is essential to embed processes and systems that ensure that all activities serve the ATS objectives and to determine if whether we are meeting our goal. The ATS therefore includes three foundational tasks that can be pursued in the short term alongside progress on activities outlined in the ATS. These tasks – Decision Making, Measure & Report, and Communication & Collaboration - will ensure RMOW can identify, prioritize, and implement activities, access granting opportunities, effectively collaborate with internal and external stakeholders, and monitor progress.

The monitoring program established in the ATS includes six measures of success that are directly linked to our vision and goal for active transportation in Whistler. Key indicators – both quantitative and qualitative – are aligned with each measure to evaluate progress, guide decision making, and enable reporting.

2.0 INTRODUCTION

2.1 PURPOSE

The purpose of this Active Transportation Strategy (“ATS”) is to guide Whistler’s resource planning and investments in policies, plans, partnerships, infrastructure, and programming so that residents and visitors of all ages and abilities can move beyond the car. The overarching aim is to encourage more walking, cycling, and other types of active transportation in our community. This shift away from personal motor vehicles can generate numerous benefits for individual health, our community, and the environment and will help us achieve our climate targets.

2.2 VISION

The ATS is anchored in a vision for how active transportation can contribute to Whistler being a place where *community thrives, nature is protected, and guests are inspired*. Whistler’s **VISION** for active transportation:

GROWTH

More residents and visitors choose to move beyond the car as they travel to and within the community because the network is convenient, connected, and accessible.

SAFETY

Everyone can safely engage in active transportation without impediments, regardless of their ability, age, or where they live/work in the community.

GHG REDUCTIONS

Greenhouse gas emissions from transportation within Whistler decrease while active transportation increases.

WHAT IS ACTIVE TRANSPORTATION?

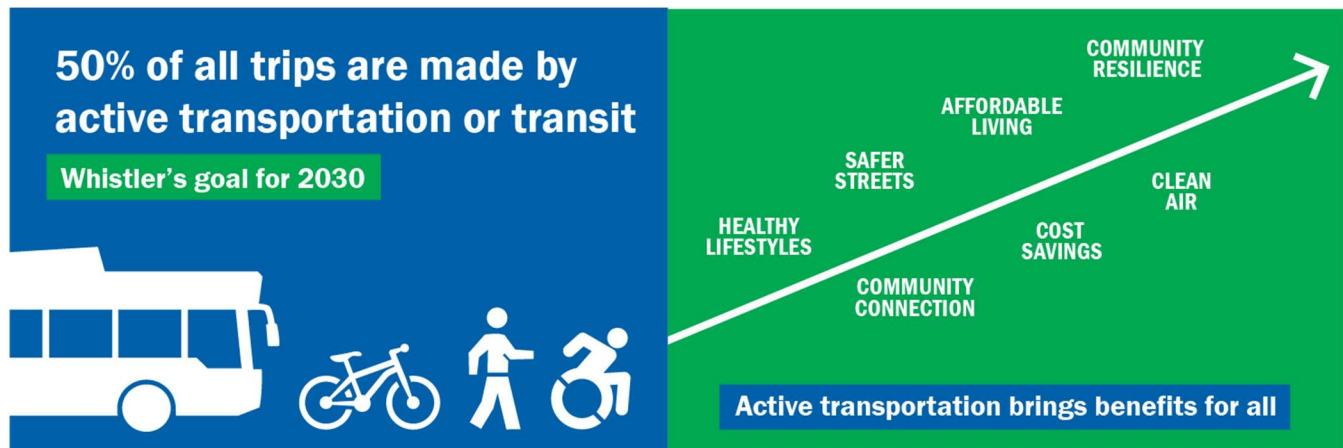


Human Powered Transportation

Active transportation refers to the movement of people or goods powered by human activity. It can take many forms including walking, cycling, paddling, skiing, snowshoeing, and hybrid mobility aids such as wheelchairs, scooters, skateboard, e-bikes, many of which incorporate electric motor assist. Active transportation also includes walking to bus and shuttle stops. In 2024, the Province of BC established new “light e-bike” and “standard e-bike” classes that allows the use of e-bikes on public roads and bicycle facilities. The RMOW maintains some restrictions on the use of e-bikes on recreational trails ([learn more](#)).

To avoid lengthy descriptions of all types of devices throughout this document, wheeled devices are grouped with bicycles and e-bikes under the category of “**cycling**.” Similarly, mobility aids such as wheelchairs and walkers are grouped with pedestrians under the category of “**walking**,” as are cross-country skiers. Therefore, references in the plan to “walking and cycling” include persons using mobility aids, cross-country skis, e-bikes and micro-mobility devices.

2.3 GOAL



2.4 ALIGNMENT WITH RMOW PLANS

Active transportation is addressed in existing Whistler planning documents including the Official Community Plan, Whistler Transportation Action Plan 2018–2028, and the Big Moves Climate Action Implementation Plan. By consolidating the active transportation goals, policies, and priorities of these high-level Whistler plans, the RMOW can focus on implementation, efficiency, and collaboration. The ATS includes a strategic path forward to prioritize actions, initiatives, and programs, including foundational activities to ensure RMOW can monitor and evaluate progress, access grant funding, and evolve alongside technology and policies. Bringing all activities related to active transportation into a single strategic document also allows RMOW to more efficiently align with the processes and implementation associated with other plans and strategies including:

- [Official Community Plan \(2020\)](#)
- [Whistler Transportation Action Plan \(2018–2028\)](#)
- [Big Moves Climate Action Implementation Plan \(2022\)](#)
- [Whistler Transit Future Action Plan \(2022\)](#)
- [Draft E-Mobility Device Policy](#)
- [Whistler Accessibility Action Plan \(2022\)](#)

Where is active transportation featured in the RMOW's high-level strategic planning documents?		
Official Community Plan (OCP)	Whistler Transportation Action Plan (TAP)	Big Moves Climate Action Implementation Plan (CAIP)
Policy 11.1.3.1: Active transportation is the RMOW's highest transportation priority Schedules E1-Transportation Network Cycling Plan, E2-Recreation Trails Plan, and E3-Transportation Network	Goal 4. Support the Increased use of preferred modes of transportation for all travel purposes to reduce dependence on private motor vehicles. Objective 4.1 Give priority to walking, cycling, transit and other preferred modes over the single-occupant vehicle and private automobile.	Big Move 1: 50% of trips by transit and active transportation by 2030 Adaptation Goal 2: Increase resilience of built assets, infrastructure, and services.

The role of public transit

Distance, time, weather, and topography were all identified as barriers to active transportation in Whistler. Public transit extends the range of travel for people walking or cycling, making longer or time constrained trips more feasible. Successfully integrating active transportation to complete the ‘first and last mile’ as part of a longer distance trip increases the attractiveness of multi-modal trips as an alternative to personal vehicles.

In the ATS, there are considerations such as planning and designing pedestrian and cycling facilities, so they connect directly to transit and shuttle stops.





Policy 11.1.3.1. in the OCP prioritize the preferred modes of transportation in the following order to achieve a balanced transportation system:

- a) walking;
- b) cycling;
- c) mass transit (local transit, highway coaches, smaller shuttle buses) and the movement of goods;
- d) publicly accessible transportation (ridesharing, shared vehicles, etc.);
- e) private automobile (high occupancy motor vehicles and leading low-environmental-impact technologies); and
- f) private automobile (single occupancy motor vehicles, traditional technology).



2.5 ALIGNMENT WITH PROVINCIAL AND FEDERAL FRAMEWORKS

The Federal and Provincial governments both have important roles in supporting active transportation in communities. Figure 1 outlines the different responsibilities and levers of various levels of government. In Whistler, a particularly important partner in advancing active transportation is the BC Ministry of Transportation and Infrastructure (MOTI) which has jurisdictional authority of Highway 99 and associated right of way. This ATS aligns with the provincial and federal active transportation frameworks to ensure we are prepared for emerging opportunities and plan strategically to access grants, funding, and incentives.

Level of Authority	Guiding Documents	Responsibilities	Levers for taking action
Federal 	National Active Transportation Strategy 2021 Pan-Canadian Framework on Clean Growth and Climate Change 2016	<ul style="list-style-type: none"> • National standards and data-based targets • Funding and investments • Awareness raising 	<ul style="list-style-type: none"> • Canada Infrastructure Bank and other infrastructure funding programs • National carbon pricing • Information sharing • Vehicle fuel efficiency standards
Provincial 	Move. Commute. Connect. B.C.'s Active Transportation Strategy 2019 Motor Vehicle Act Active Transportation Design Guide 2019	<ul style="list-style-type: none"> • Constitutional authority over local governments • Highways (construction, maintenance, regulation) • B.C. Transit (service standards, infrastructure) • Cost-shared funding for infrastructure and network development 	<ul style="list-style-type: none"> • Highway upgrading • B.C. Transit funding • Municipal regulations and authority • Climate Change Accountability Act • B.C. Community Road Safety Toolkit • Community Safety Enhancement Program • Electric mobility rebates • Local and regional transit planning and funding
	GOAL By 2030, double the percentage of trips taken with active transportation.		
Municipal 	Official Community Plan Transportation Action Plan 2018-28 Big Moves Climate Action Implementation Plan 2022	<ul style="list-style-type: none"> • Land use, zoning and community planning • Roadways and pathways (construction, maintenance) • Bylaws and local regulations 	<ul style="list-style-type: none"> • Municipal planning • Public engagement with residents, visitors and businesses • Engagement with provincial agencies • Transit service planning, funding and transit stops and shelters • Infrastructure at municipally owned property (libraries, community centres, city hall, etc.) • Incentive programs • Public education
	GOAL By 2030, half of all trips are made by walking, cycling or transit.		
Residents & Business	 <p>Governments set the stage, but residents and businesses make a climate strategy successful through our individual choices.</p>		

Source: Community Energy Association



Figure 1: Roles and Responsibilities of Levels of Government. Adapted by Community Energy Association

3.0 STRATEGY DEVELOPMENT

The ATS was developed collaboratively with the Active Transportation Sub-Committee of the RMOW Council-appointed Transportation Advisory Group. The Sub-Committee met several times and was instrumental in ensuring the strategy reflects current barriers and challenges, gaps in the network and facilities, and opportunities to enable active transportation. The Strategy was developed in five phases:

Phase	Details
1 Preparation & Research	<ul style="list-style-type: none"> • Created Sub-Committee • Compiled existing policies, strategies, actions and data • Held first meeting with Sub-Committee including an action planning workshop • Developed the framework for the ATS
2 Goal Setting & Engagement	<ul style="list-style-type: none"> • Met with Sub-Committee to identify goals and descriptions of success for active transportation in Whistler as well as high level challenges and opportunities • In collaboration with Sub-Committee, designed and distributed two community surveys – one targeted at high school students, and one targeted at residents
3 Engagement Review & Strategy Priorities	<ul style="list-style-type: none"> • Sub-committee met to: <ul style="list-style-type: none"> ○ review community input ○ identify strategies and actions that would address the barriers and challenges identified by the community ○ provide input on project prioritization criteria
4 Strategy Development	<ul style="list-style-type: none"> • Compiled input received on strategies, actions, and specific projects • Create draft • Engage Sub-Committee and internal key stakeholders to review draft
5 Review, Feedback & Finalization	<ul style="list-style-type: none"> • Reviewed draft strategy with Sub-Committee • Submit to council

3.1 COMMUNITY ENGAGEMENT

In collaboration with the Sub-Committee, RMOW distributed two online surveys – One for high school students and one for the generally community – to better understand:

1. General barriers to using active forms of transportation in Whistler
2. Specific routes and facilities that are barriers or require improvements
3. Seasonal barriers and improvement needs (i.e., Winter and snow/water-based challenges)
4. Performance of the current network

The targeted high school survey was open in June and July of 2021. A total of 258 high school students responded and 485 Whistler community members self-selected to respond to the on-line community survey which represents a response rate of 3.5% based on the total permanent population of Whistler (13,763). While the results cannot be reported as being reflective of the opinions of the entire community, the information gathered through the surveys provided valuable insights that informed the objectives and actions in the ATS.

Highlights from the high school survey

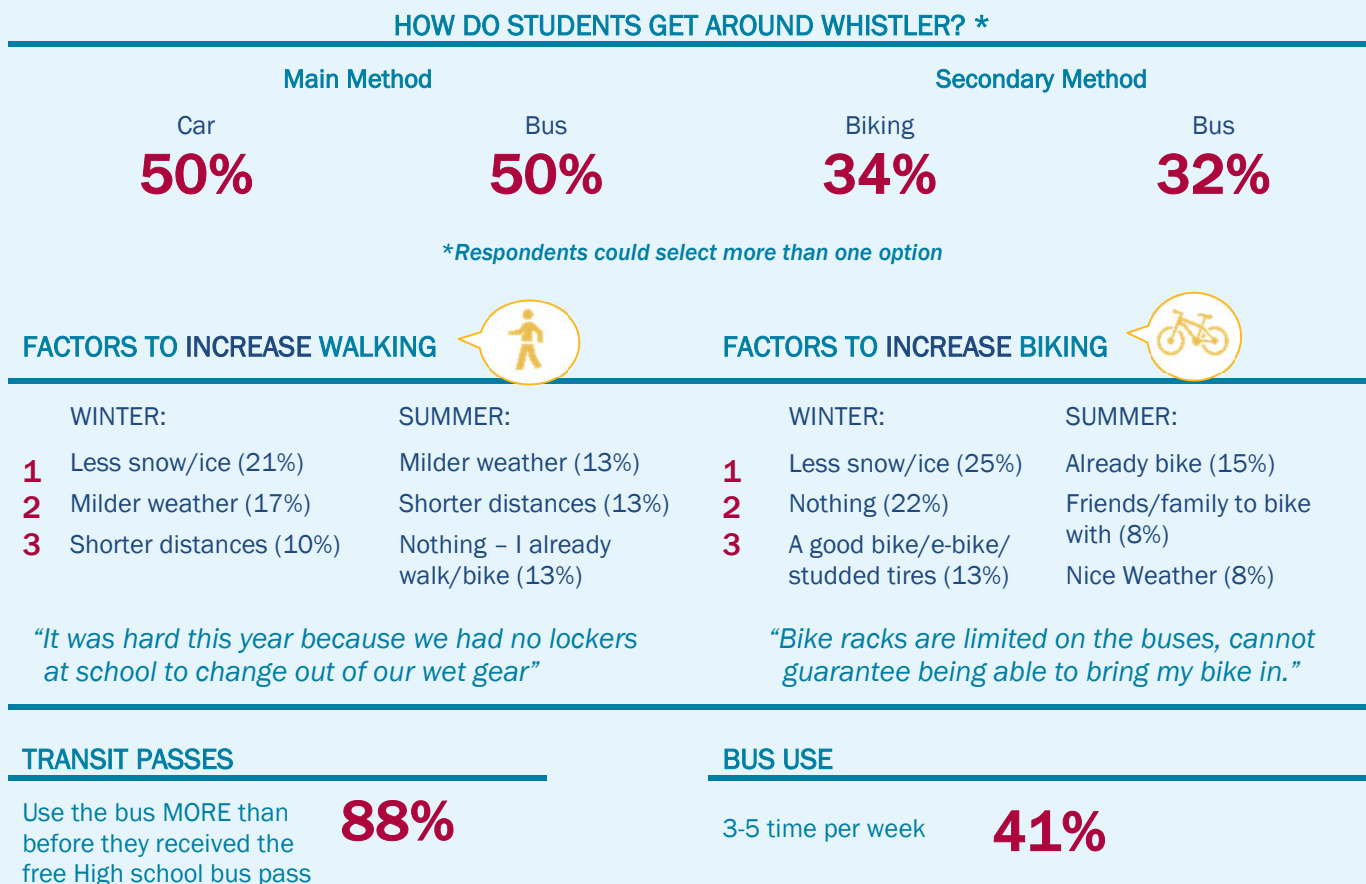


Figure 2: Highlights from survey of Whistler high school students, 2021.

Highlights from the community survey

TOP BARRIERS



PRIORITY IMPROVEMENTS

- 1 Snow/ice removal (50%)
- 2 Network expansion (46%)
- 3 End-of-trip facilities (37%)
- 4 Lighting (32%)

PERCEPTIONS OF SAFETY

Feel safe walking & cycling in Whistler* **83%**

Those over the age of 65 are less likely to agree that walking/cycling in Whistler feels safe and that walking/cycling routes are physically accessible for all ages and abilities.

USAGE OF THE NETWORK

Residents living in the Village and Area are more likely to use active forms of transportation.

Those younger than 35 are the most likely to use active forms of transportation.

More people use active forms of transportation during the summer months.

VEHICLE & E-BIKE OWNERSHIP

Those younger than 35 and those with lower income are less likely to own a vehicle.

Residents living South and West of Creekside are significantly more likely to own an e-bike.

Figure 3: Highlights from survey of Whistler community members, 2021.



Descriptions of Success

While the survey revealed many tactical and specific barriers, opportunities, challenges, and solutions to support the ATS Vision, community members were also able to articulate what a future Whistler looks like if more residents and visitors feel safe, supported, and inspired to choose active transportation. Here is how some community members described success:

Routes are connected and continuous, with no gaps.

Regular maintenance of active transportation facilities is undertaken to maintain safety and comfort for pedestrians and cyclists.

The network and facilities are safe and accessible year-round for users of all ages and abilities.

The active transportation network is flexible and can accommodate additional modes of active transportation in the future, such as electric scooters, electric skateboards and other micro-mobility devices.

Active transportation facilities make it easier to use transit, including routes to bus stops and bicycle parking at major bus stops and on buses.

Bicycle racks are available in all commercial areas, at community facilities and in other popular locations, and secure covered bicycle parking is available in high-use locations.

Active transportation is less costly and easier than driving, and travelling by active transportation is perceived as appealing and efficient.

Whistler is recognized for its "iconic" active transportation network, and it is an attraction for visitors.

Increased trips by active transportation have contributed to better air quality within Whistler.

3.2 ACTIVE TRANSPORTATION IN WHISTLER OVER TIME

Walking and cycling are popular modes of transportation in Whistler. Both Statistics Canada through the long-form Census and the RMOW, through the annual Community Life Survey (CLS), evaluate how residents travel to and from work/school. The most recent Census data is represented below in Figure 4. The RMOW Community Life Survey travel to work data is represented in Figures 5a, b and c. As Figures 5a, b, and c below show, the most popular mode of transportation for permanent residents travelling to and from work or school during the winter and summer months is a personal vehicle as a driver or passenger. This matches the census data collected (Figure 4). The percentage of travel by vehicle decreases significantly in the summer months when we see more people choosing to commute by bike and since 2019, choosing to ride transit. This may be due to the free transit service on weekends and holidays implemented for summer weekends starting in 2017 as well as expanded transit services in the summer.

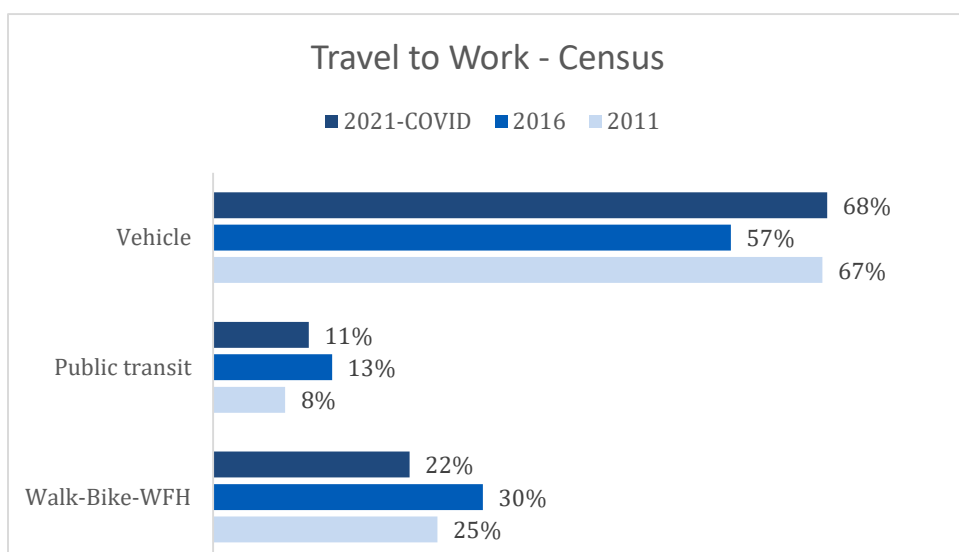


Figure 4: Percentage Total Main Mode of commuting for the employed labour force aged 15 years and over with a usual place of work or no fixed workplace address (Canada Census long form, 2011, 2016, 2021)

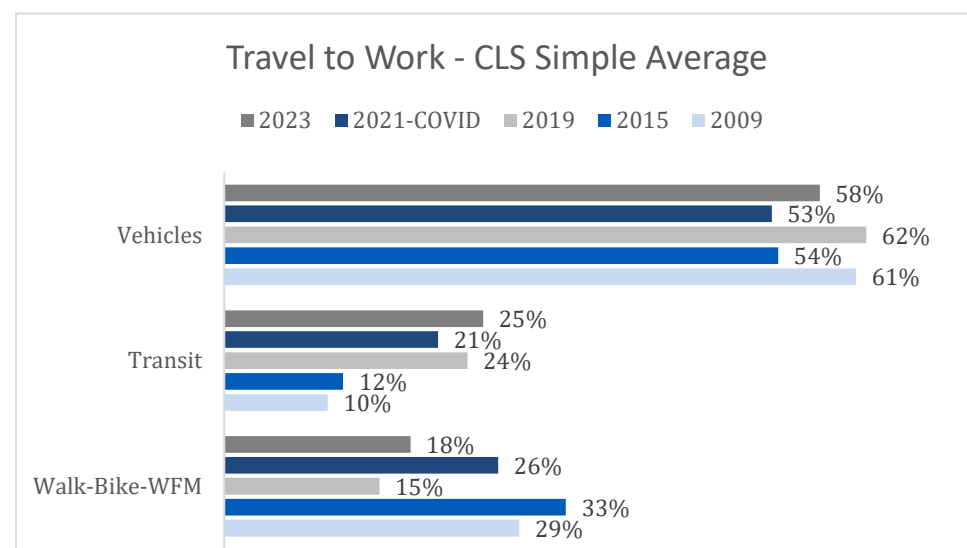


Figure 5a: Average Percentage of permanent residents travelling to/from work/school in by mode as per Community Life Survey (2017-2023)

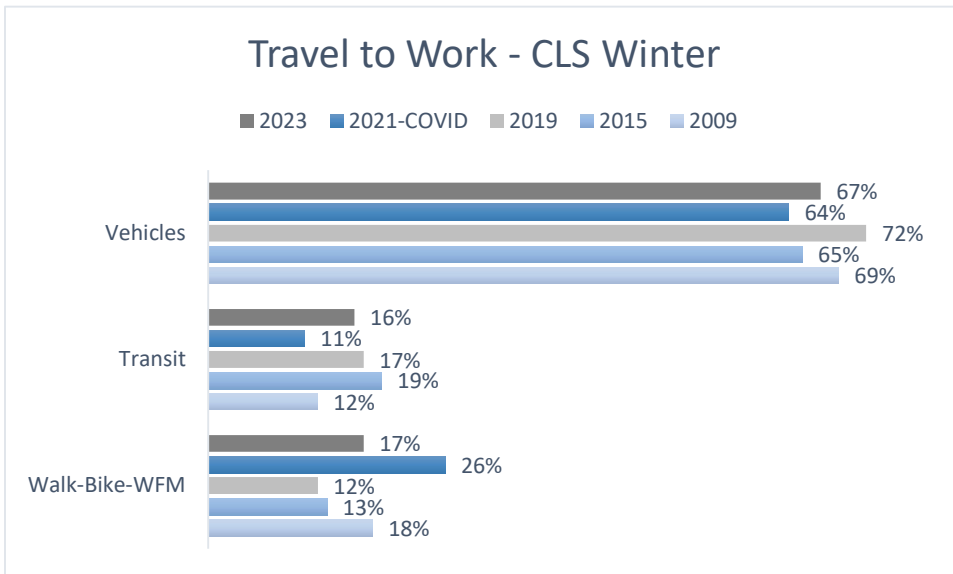


Figure 5b: Percentage of permanent residents travelling to/from work/school in by mode in the winter (November-March) as per Community Life Survey (2017-2023)

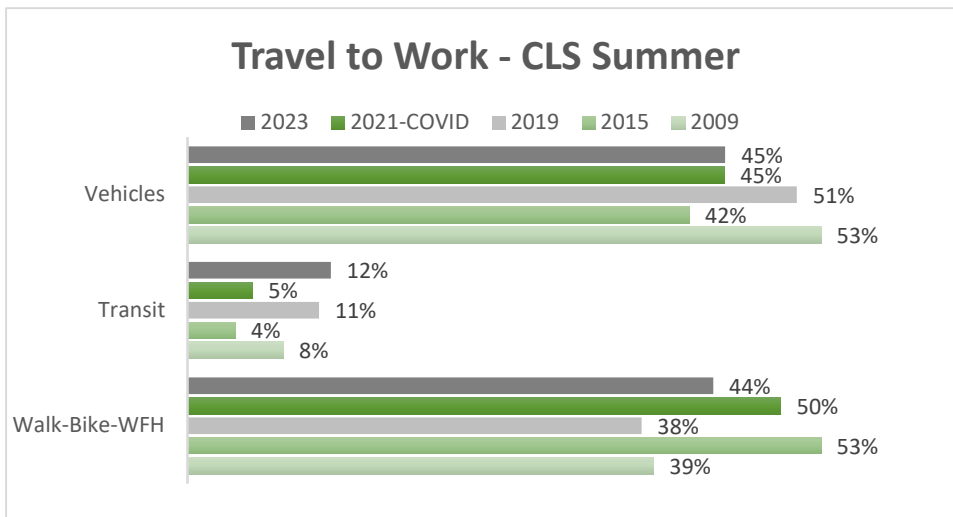


Figure 5c: Percentage of permanent residents travelling to/from work/school by mode in the summer (April - October) as per Community Life Survey (2017-2023)

In 2021, during the pandemic, the proportions of trips to work made by active transportation increased to 26% in winter and 50% in summer (Figure 5a and 5b). While there seems to be more people biking in winter today, overall fewer people are cycling and walking to work in Whistler now compared to 2021. However, there are more residents choosing active transportation now than before the pandemic in 2019.

History of active transportation in Whistler

Whistler's first bike plan was created in the 1990s and was followed by a Bicycle Network Plan (2002), a Cycling Policy (2004), and the Transportation and Recreation Cycling Plans (2006). The 2015 Recreation and Leisure Master Plan also included a Valley Trail section.

Valley Trail Usage

Counts are conducted each year at several locations on the Valley Trail network. Figure 6 summarizes the average numbers of users at seven locations in summer 2021. Figure 6 also shows how the average use at each location compares to the overall average across all locations.

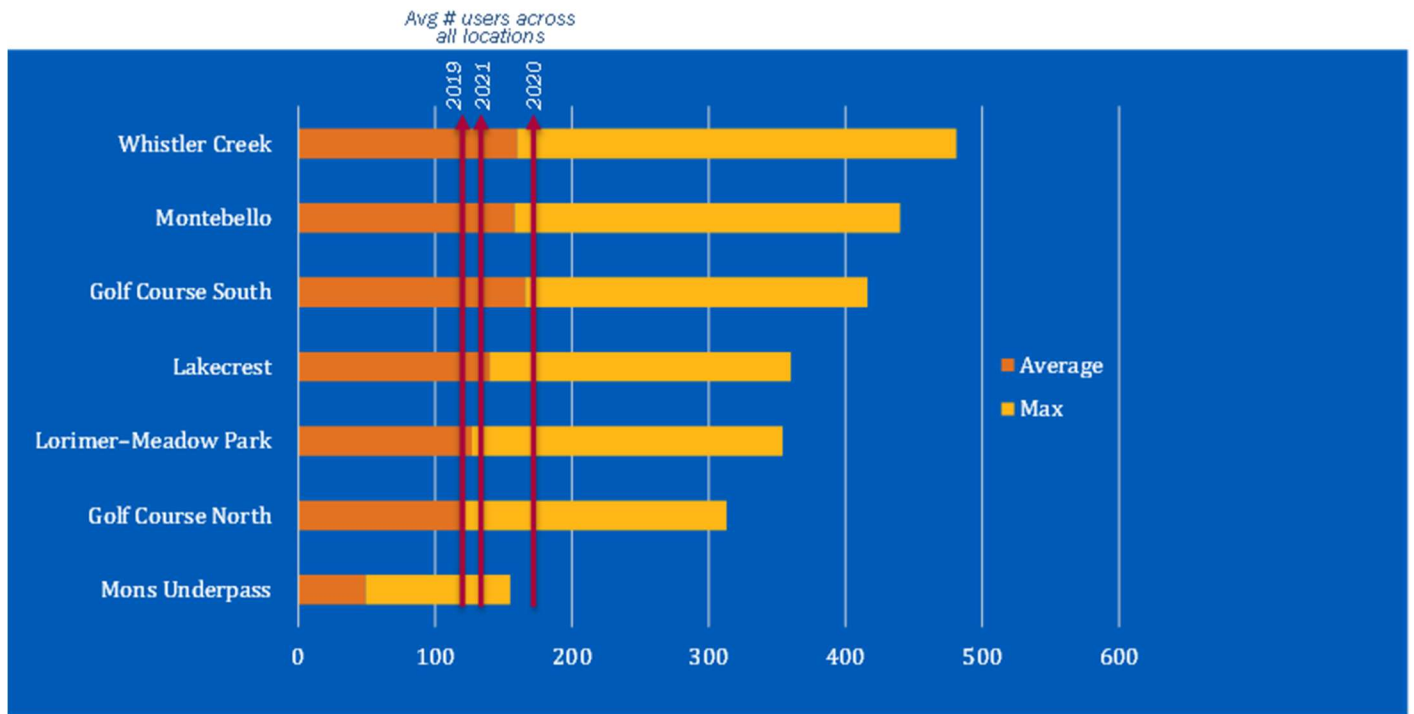


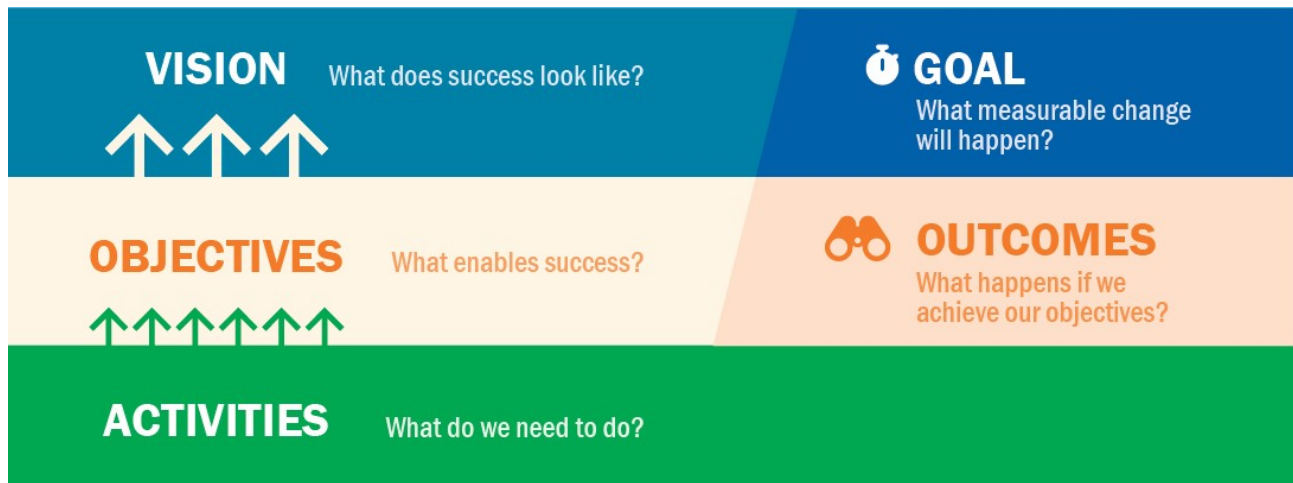
Figure 6: Average and maximum number of Valley Trail users at various locations in Summer, 2021

Analysis of the modes of transportation on the Valley Trail during this time showed that, in 2021, people were walking and cycling more than using other forms of mobility (Figure 5).



Figure 7: Modes of active transportation of Valley Trail users, Summer 2021

4.0 STRATEGY

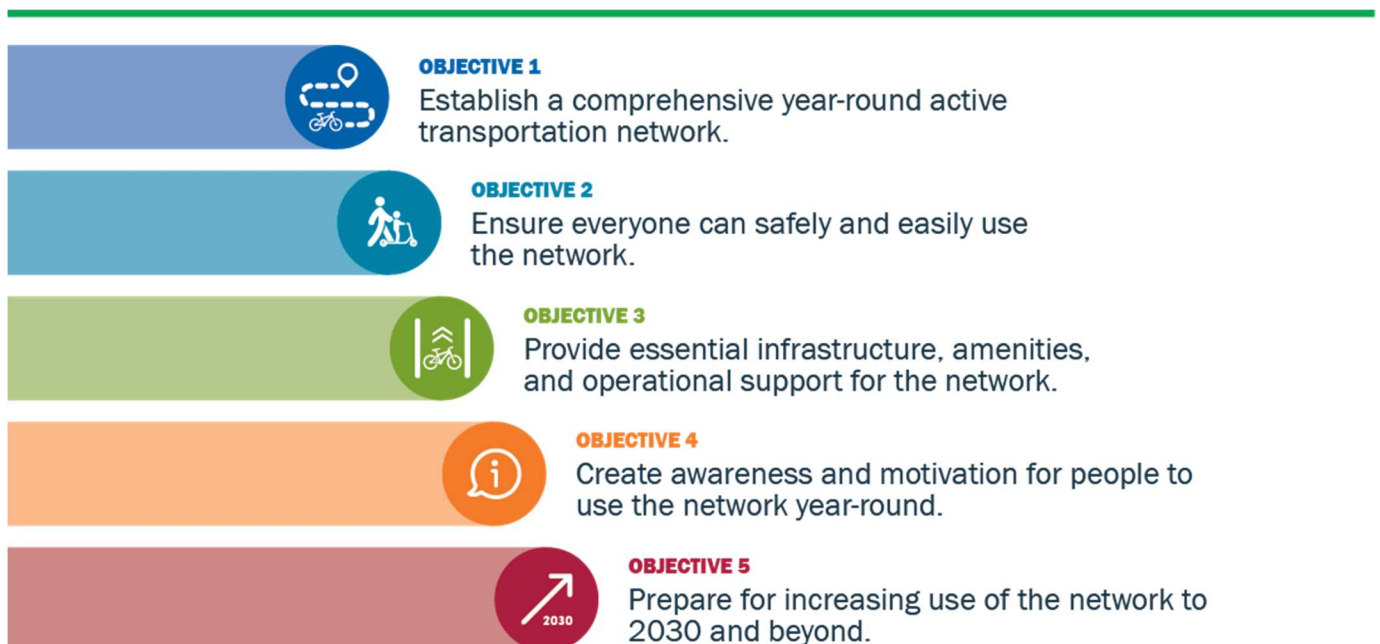


OBJECTIVES & OUTCOMES

Whistler’s active transportation goal as defined by the Climate Action Big Moves Strategy 2020 - by 2030, half of all trips in Whistler are made by walking, cycling or transit - can be achieved by pursuing five **objectives**. These objectives reflect what research, technical analysis, review of existing plans, community engagement, and collaboration with the Sub-Committee identified as necessary elements to increase active transportation in Whistler.

To ensure the ATS leverages the work already completed in other strategic documents and matches the ambition they established, each objective is contextualized by a set of **outcomes**. These outcomes align with those found in Whistler’s OCP, Transportation Action Plan, and Big Moves Climate Action Implementation Plan, and were developed based on work with the Active Transportation Sub Committee and outcomes of the community engagement.

Outcomes are then actualized in the ATS through several **activities**. These activities are listed in detail in Appendix A.





OBJECTIVE 1

Establish a comprehensive year-round active transportation network.

By 2030, Whistler envisions a community where half of all trips in Whistler are made by walking, cycling and transit. This means enhancing and improving Whistler’s network of routes so residents and visitors choose to ‘move beyond the car’ - whether it’s to commute to work, get groceries, catch a shuttle, pick up kids from school, attend an event, visit friends, or even travel to the resort!

To achieve this vision, Whistler needs a fully developed year-round network of convenient, connected, easily accessed pathways, pedestrian facilities, crossings, and bicycle routes. In developing the network, Whistler will not only increase the usefulness of the network, but it will also raise awareness of walking and cycling as viable modes of transportation among the wider population. A comprehensive active transportation network will both enable and accelerate the shift toward low-carbon transportation as the default way to get around Whistler.

As of 2024, Whistler’s existing active transportation network consists of public roads including Highway 99 shoulders designated for cycling, portions of the multiuse trail (the Valley Trail), and pedestrian facilities (notably in the Village core).

To transform this into a comprehensive active transportation network, Whistler will complete gaps so that anyone can travel throughout the community solely by active transportation. Portions of the existing network may also be upgraded to ensure they can accommodate increased volume, especially at peak times. In a community survey, respondents identified route additions and extensions as one of the top two priorities. Improvements will be especially important to those living south of the Village, including in Creekside, where trip length and access are considerable barriers.

Potential projects have been identified from previous municipal plans, through surveys and community engagement, by subcommittee members, by municipal staff, and from a review of the existing active transportation system.

Safety is a key component of the active transportation network. As such, all of Objective 2 is dedicated to considerations of safety.

Winter access is addressed in Objective 3.

Recreational trails are soft-surface facilities shared by pedestrians and cyclists, and in some cases cross-country skiers, snowshoers, equestrians and others. Recreational trails are excluded from active transportation planning as they are generally inaccessible to persons with disabilities, some types of bicycles and micromobility devices, and they are typically circuitous and hilly (see bottom right photo, below).



From left to right above: Multi-use trail; Multi-use trail – curb-separated Valley Trail; Recreational trail.

Establishing a comprehensive active transportation network will require:

- Advocating for active transportation accommodation on Highway 99
- Adding bicycle lanes and routes on public streets
- Adding pedestrian facilities i.e. sidewalks
- Designating and upgrading portions of existing and future multiuse trails i.e. the Valley Trail
- Improving pedestrian and cycling access to bus stops
- Interconnectivity of each of these
- Improvements to road intersections and crossing safety

Projects that build out new sections of the Valley Trail will bring additional neighbourhoods and destinations into the network, guide pedestrians to safer crossings, and create more accessible option for cyclists especially in the winter.

Projects upgrading existing segments of the Valley Trail will focus on safety of all users with an expectation of increasing volumes in the future. This includes improved sightlines, improved grades, signage reviews and potentially increased width.

To support higher speed wheeled active transportation traffic, the RMOW will continue to work with the Ministry of Transportation and Infrastructure to address the future of Highway 99 as a multi-modal transportation corridor. Integrating protected bike lanes with dedicated bus-only and/or high occupancy vehicle (HOV) lanes are critical topics to resolve for active transportation success.

By prioritizing walking and cycling infrastructure that is convenient, accessible, and integrated into the whole community, Whistler will meet commitments already made in the Official Community Plan (11.1.3.1 and 11.1.3.2 and 11.4.1.4 and 11.4.1.1 and 11.4.1.5 and 11.2.1.3 and 11.1.2.1), the Transportation Action Plan (Objective 4.1), the Big Moves Climate Action Implementation Plan, and the Province of BC's active transportation strategy, *Move Commute Connect*.



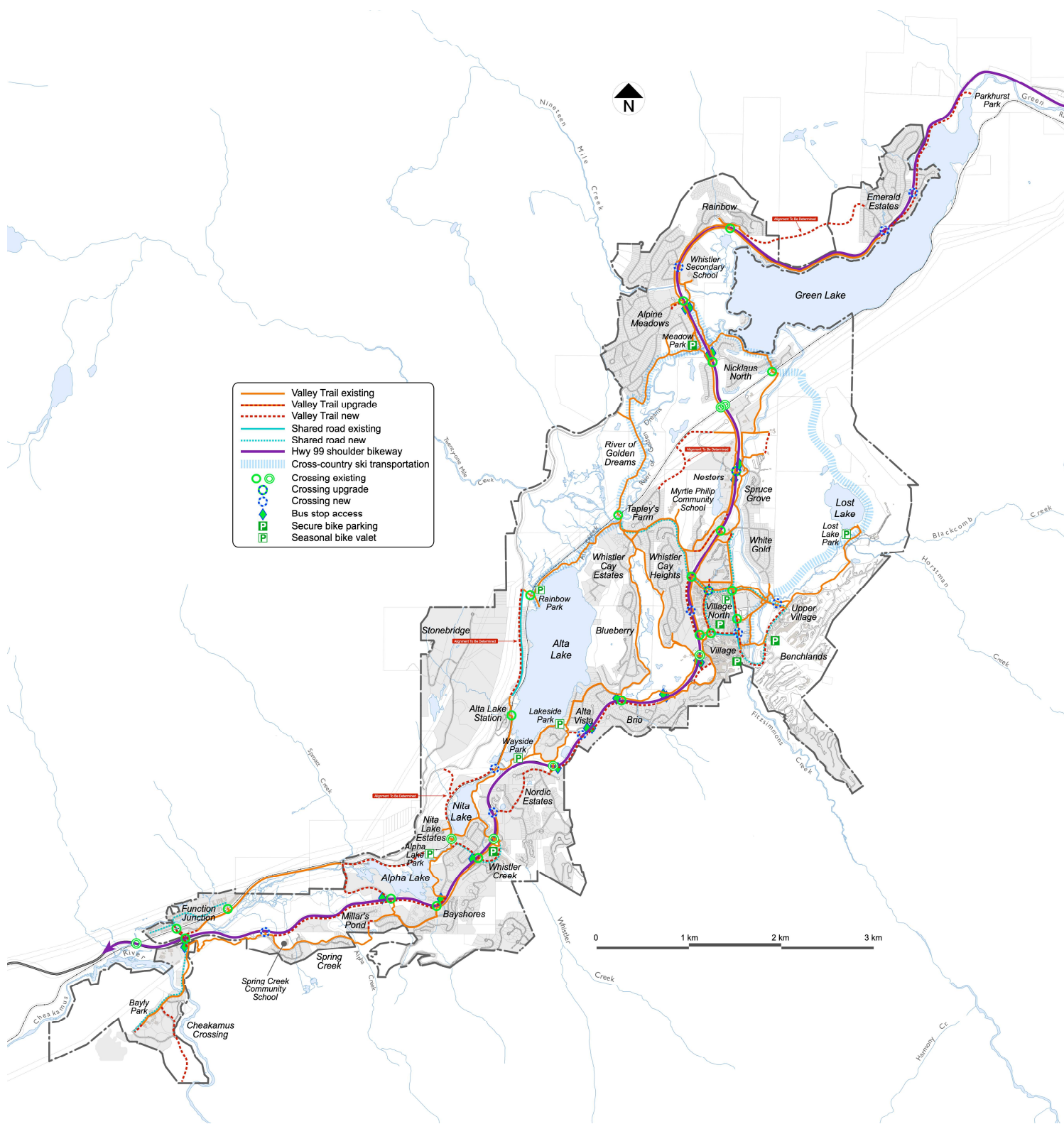


Figure 8: Map of Whistler's Active Transportation Network

Outcomes of Objective 1

To accomplish Objective 1 and **establish a comprehensive year-round active transportation network**, Whistler will pursue the following outcomes. Activities associated with each are detailed in Appendix A.

- 1.1 Pedestrians make use of facilities, including sidewalks and accessible shoulders, in continuous pedestrianized zones throughout residential and commercial areas.
- 1.2 Pedestrians and cyclist in all residential neighbourhoods have defined supports on municipal roadways to access Highway 99 and have directly access to the Valley Trail.
- 1.3 Cyclists use a continuous and protected bicycle facility all along Highway 99 (in Whistler from Function Junction to Heliport), built to the standards of the BC Active Transportation Design Guide.
- 1.4 Cyclists access adjacent neighbourhoods via multiple on-street bicycle facilities.
- 1.5 During peak times, high numbers of pedestrians and cyclists safely make use of Highway 99, the Valley Trail, and all parts of the active transportation network.
- 1.6 Cyclists shift between on-street bicycle facilities, the Valley Trail, and Highway 99's protected bicycle facility at convenient, visible, and intuitive interconnection points.





OBJECTIVE 2

Ensure people of all ages and abilities safely and enthusiastically use the active transportation network

To make active transportation a primary choice for residents and visitors, Whistler’s active transportation network must be safe and inviting for a wide and diverse range of people—everyone from teenage dogwalker to the grandparent with a walker, from the child on training wheels to the experienced bike commuter.

Bicycle facilities are especially important for creating an inviting network. Bike lanes designed to All Ages & Abilities criteria are shown to reduce crashes for all road users—not only cyclists. In surveys, interest in cycling is much higher than actual participation, in part because few people are comfortable riding in mixed traffic or within painted bike lanes. Protected and separated bike lanes reduce stress and open up active transportation to under-represented cyclists, including children, women and seniors. (Designing for All Ages & Abilities, 2017)

A fear of traffic is found to be a deterrent to walking as well as cycling, especially where pedestrians must cross major roads and there are differences in speed. Responses to the Whistler community active transportation survey are consistent with these findings—respondents cited crossings and on-roadway walking and cycling routes as barriers.

A safer network can be achieved by implementing designs that effectively separate active transportation from motorized traffic. This includes features such as separated bike lanes and slower, pedestrian-friendly crossings.

It is also necessary to reduce risky interactions between motorists and active transportation users, and to protect pedestrians from both cyclists and motorists. This can be achieved through education, clear identification of facilities, and safety-oriented network design. All road users can be educated on the Province of BC’s newly established minimum safe distances for passing vulnerable road users (including cyclists). On a road with a speed limit of 50 km/h or less, motorists must leave at least 1 m; on a faster road, motorists must leave 1.5 m.

The BC Active Transportation Design Guide (2019) incorporates national and international best practices related to planning and designing active transportation facilities and infrastructure, so they are comfortable, convenient, safe, and attractive for everyone, regardless of age or ability.

The acronym “AAA” or “Triple A” means, All Ages and Abilities. This is a common term in active transportation planning to indicate facilities where everyone feels safe and welcome. Not all projects are “all ages and abilities” (AAA) projects, however. For example, widening the shoulder on Highway 99 improves conditions for cyclists but does not create an AAA facility on its own, whereas widening the shoulder and installing a protective barrier could create a AAA facility.

This strategy also recognizes that people make the decision to walk or cycle based on their perceptions of safety. Lighting, signage and traffic volume can all contribute to enhancing a perception of safety.



From left to right above: Multi-user crossing; Pedestrian crossing with flashing RRFB beacons – Blackcomb Way; Trail lighting and signalized crossing.

Ensuring people of all ages and abilities can safely use the active transportation network will require:

- Integrating accessibility guidelines into all design decisions
- Lighting facilities provided where required and practical
- Mitigating potential conflicts between different modes of travel
- Upgrading and increasing the frequency of road crossings

By prioritizing safety and accessibility of the active transportation network, Whistler will echo the commitment in the Official Community Plan to “Improve the physical environment for everyone using the transportation system” (Objective 11.1.3) and the Province of BC’s active transportation strategy’s declaration that “British Columbia should have an integrated, safe and accessible active transportation system that works for everyone.”

Meeting this objective will also advance Official Community Plan policies (11.4.1.2 and 11.4.2.5 and 11.1.1.3 and 11.1.3.2), the Transportation Action Plan (1.1.13, 1.3.4), and the Big Moves Climate Action Implementation Plan.



Outcomes of Objective 2

To accomplish Objective 2 and **ensure people of all age and ability safely and enthusiastically use the network**, Whistler will pursue the following outcomes. Activities associated with each are detailed in Appendix A.

- 2.1 The network is designed for accessibility to users of all ages and abilities.
- 2.2 Transit stops, sidewalks, Valley Trail and on-street bike facilities are accessible and appropriately lit.
- 2.3 Pedestrians and cyclists safely travel side-by-side on multi-use trails.
- 2.4 Bicycle facilities are clearly identifiable by motorists, cyclists and pedestrians.
- 2.5 All road users understand traffic laws and bylaws related to on-street and separated bike lanes, as well as the Valley Trail.
- 2.6 All road users understand the legal minimum safe distances for passing vulnerable road users on local streets and on Highway 99.
- 2.7 Pedestrians and cyclists safely traverse Highway 99 at designated crossings.
- 2.8 Pedestrian and cyclist access is safely maintained with appropriate signage and communication channels utilized when construction occurs on or adjacent to active transportation.



OBJECTIVE 3

Provide essential infrastructure, amenities, and operational support for the network year-round.

During public and stakeholder engagement, respondents reported that for active transportation to be a more viable option, Whistler should improve end-of-trip and supportive facilities, as well as wayfinding and signage. Research and best practices affirm this finding, and further recommends that active transportation networks should conveniently connect to shared mobility options and transit stops.

In Whistler, consideration must also be given to how walking and cycling facilities will be maintained and kept free of hazards throughout the year.

Regular maintenance of active transportation facilities maintains safety and comfort for pedestrians and cyclists and preserves the municipality's investment. Therefore, infrastructure and amenities that support the network will be planned, designed, and prioritized to consider how they will be maintained and kept free of hazards in all the seasons including the cost implications of different solutions.

The Province of BC's Active Transportation Strategy ("Move. Commute. Connect.") articulates the Province's commitment to expanding funding for communities to make active transportation networks complete, convenient, and connected. The activities and outcomes in this Objective prepare RMOW to access grants and funding to increase bike parking, signage, and connections to transit and shuttle stops.

Projects and activities to achieve this objective will focus on:

- Convenient and secure bike parking stations and end-of-trip facilities
- Wayfinding and signage
- Connections to shuttle parking and transit
- Maintenance practices in summer and winter

There is no singular bike parking solution that will work for all people at all locations. A key component of this objective is to identify the most efficient and appropriate solutions to meet users' needs at different priority locations.

Whether someone is visiting Whistler and hoping to enjoy the community without a car, commuting to work, doing errands in the village, attending an event, or connecting to bus services, there should be year-round access to convenient, secure bike parking.

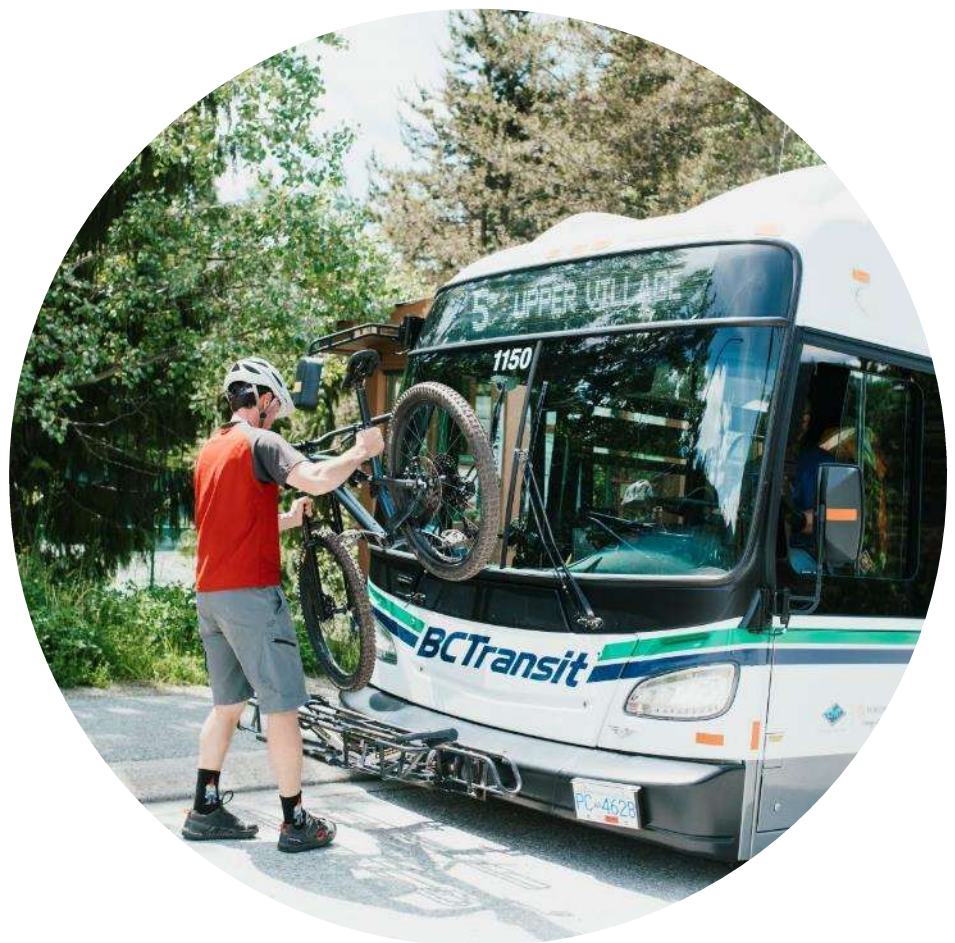


From left to right above: Bike valet at Crankworx; Bicycle repair station and bicycle racks – UBC

Outcomes of Objective 3

To accomplish Objective 3 and **provide essential infrastructure, amenities, and operational support for the network year-round**, Whistler will pursue the following outcomes. Activities associated with each are detailed in Appendix A.

- 3.1 Pedestrians and cyclists have access to complementary end-of-trip infrastructure and supportive facilities.
- 3.2 Cyclists enjoy a variety of options for convenient, secure, and accessible bicycle parking throughout Whistler and throughout the year.
- 3.3 Wayfinding materials identify pedestrian facilities, bicycle facilities, and potential hazards for active transportation users.
- 3.4 Visitors arriving to Whistler use preferred modes of active transportation.
- 3.5 Throughout the year, users of all ages and abilities can access bus stops and shelters.
- 3.6 Increased bicycle carrying capacity on Whistler Transit System buses allows users to increase distance of trips using active modes.
- 3.7 Multi-use trails, sidewalks, bicycle facilities and bus stops are kept free of hazards throughout the year.
- 3.8 Construction design and sign standards are updated regularly to reflect current AT best practices.
- 3.9 Maintenance practices are reviewed regularly to ensure operational activities are aligning with public need.





OBJECTIVE 4

Create awareness and motivation for people to use the active transportation network year-round

If Whistler builds the active transportation infrastructure, the 25 per cent of community members already making frequent use of walking and cycling may choose to leave their cars at home even more frequently. But will it be enough to help Whistler reach its goal of making 50 per cent of all trips by transit and active transportation within half a decade?

To match the speed and scale of this goal, Whistler needs to make more people aware of the opportunity and benefits of active modes of moving around the community. Together with community partners, the municipality can develop and deliver programming that educates residents and visitors about active transportation options. In turn, as more people use the network and its facilities, Whistler can better understand how to improve services to meet diverse needs.

As a tourism-based municipality, as much as [35 per cent](#) of Whistler's total workforce arrives from out of town every year. In addition to this, Whistler welcomes over 3 million unique visitors per year to enjoy world class skiing and hiking. Whistler's average daily visitation is approximately 20,000 unique visitors, supplementing our resident population of about 18,000. The transportation needs differ significantly across these demographics, whether they are day visitors, overnight guests, commuters, or permanent residents, and we need to build a multi-faceted system that supports them all. Among all these groups, there are some who already walk and cycle, and others who would be very receptive to active transportation but need relevant education and engagement to build active transportation habits.

Creating awareness and motivation for people to use the network year-round will require:

- Incentives
- Awareness raising and public engagement
- Increased access to and awareness of new and existing e-bike share programs
- Leadership

Not all of this programming needs to be standalone. Engagement messages can be incorporated into wayfinding and other signage already needed to support the network. Maps that identify commuting facilities can be integrated into recreation-focused products.

The Resort Municipality of Whistler is the second largest employer behind Whistler Blackcomb. The municipality should work internally and with large employers to develop incentives for active commuting. Incentives for visitors could include innovative product offerings such as tour or restaurant vouchers when someone arrives using preferred modes of transportation.



By creating awareness and motivation for people to choose active transportation, Whistler will advance OCP policies 11.4.1.3 (“Encourage residents and visitors to shift from private motor vehicles to preferred modes of transportation through incentives, removal of hidden subsidies, education and awareness”) and the Province of BC’s active transportation strategy Goal 1 (“Inspiring British Columbians to choose active transportation Initiatives include developing incentives to encourage active transportation, launching a province-wide campaign, and expanding training programs”).

Objective 4 Outcomes

To accomplish Objective 4 and **create awareness and motivation for people to choose active transportation year-round**, Whistler will work to achieve the following outcomes. Activities associated with each are detailed in Appendix A.

- 4.1 Incentives are provided to large employers, residents, and visitors to encourage choosing active transportation.
- 4.2 Residents, employees, and visitors learn about and are encouraged to choose active transportation through educational programming and wayfinding materials.
- 4.3 Traffic enforcement does not punish pedestrians and cyclists but encourages active transportation in a safe manner.
- 4.4 The Resort Municipality of Whistler prioritizes active transportation in its decision making, policies and user program fees.



From left to right above: Rider loading a bike on a transit bus; separated pathways in Courtney, BC; [Evolve e-bike](#).



OBJECTIVE 5

Expand the network's capacity to meet 2030 goals and beyond

Both the Federal and Provincial governments have signaled, through their policy and planning documents, a continued investment in active transportation as a core opportunity to reduce emissions and build resilient, livable communities. Active transportation is also a strategic priority in Whistler's OCP, TAP, Climate Action Big Moves Strategy and Big Moves Climate Action Implementation Plan. It is therefore critical that Whistler proactively prepares and plans today for a growing demand for active transportation facilities. This will minimize the risk of costly retrofitting or infrastructure upgrades down the line, or the need to update plans and outcomes.

By anticipating future needs and opportunities, the Active Transportation Strategy can be a flexible document that adapts to changing circumstances, such as new opportunities to collaborate and shifts technological advancements.

The Climate Action Big Moves Strategy has a target that 50% of all trips in Whistler are by transit and active transportation in 2030. To support this target, decisions made today should consider opportunities to remove barriers to active transportation and/or ensure known barriers are not repeated. There are opportunities in, for example, land use planning, building construction and renovation, bylaw updates, road upgrades, etc., to expand the active transportation network and prepare for increased capacity.

Objective 5 Outcomes

To accomplish Objective 5 and **expand the network's capacity to meet 2030 goals and beyond**, Whistler will pursue the following outcomes. Activities associated with each are detailed in Appendix A..

- 5.1 Whistler Transit System services and infrastructure evolve to support increasing active transportation use.
- 5.2 New buildings and infrastructure are constructed to conveniently accommodate bike and gear storage, secure short and long-term bike parking, and convenient access to bus stops.
- 5.3 New policies, plans, and bylaws incorporate opportunities to make active transportation and transit the most convenient modes to move throughout Whistler.
- 5.4 The active transportation definition and strategy evolves and adapts to changing conditions and emergent opportunities and needs.
- 5.5 The RMOW provides for staffing resources to successfully secure funding and deliver active transport facilities and programs.

Adaptation Goal #2 in Whistler's Big Moves Climate Action Implementation Plan (CAIP) is specifically focuses on the need to ensure our community's built infrastructure – like roads and trails – are designed to meet climate impacts like extreme weather and environmental events.

"By working to increase the resilience of our built infrastructure and community services, we can minimize risks to human health and safety, damage to civic infrastructure and private property, transportation disruptions, degradation of natural areas and recreation assets, impacts to wildlife and negative economic impacts. Smart, forward-thinking land use, development patterns, design and building standards are necessary to meet this goal." ([Big Moves CAIP, pg. 53](#))

5.0 IMPLEMENTATION

The Active Transportation Strategy was developed and refined to allow RMOW to prioritize implementation. This can include tactical activities such as securing funding and initiating design concepts for new or updated sections of the network. Implementation also includes making decisions related to staff resourcing, policies, programming, studies, and capital investment. As an overarching strategy encompassing all aspects of active transportation, the ATS also allows RMOW to initiate collaborations to ensure ongoing maintenance and operational support of the network.

The list of activities associated with each Objective are outlined in detail in Appendix A. The activity table is a living document and as such offers flexibility for the RMOW to adapt as necessary to leverage emerging opportunities or accommodate technological or contextual changes.

Many of the activities are the responsibility of one or more RMOW departments. Others are the primary responsibility of other organizations or entities. For example, the Ministry of Transportation and Infrastructure (MOTI) has authority and jurisdiction for all work impacting Highway 99. Therefore, a core ongoing activity related to Objective 1 is advocacy and collaboration with MOTI and this work is equally important to Objective 5. Similarly, some activities have shared responsibility to be successful. For example, to achieve the outcomes of Objectives 3 and 4, the RMOW will need support from private companies and entities like the School District and BC Transit.

5.1 Foundations of Implementation

Underpinning all Objectives are three foundational tasks. These tasks will make it easier to identify, prioritize, and implement activities, access granting opportunities, and effectively collaborate with internal and external stakeholders.

Foundational Task 1: Decision Making

Create a framework to guide decision making and prioritize activities.



1. Develop internal working group to refine a prioritization framework.
2. Deliver a prioritization matrix.

Foundational Task 2: Measure and Report

Establish or consolidate baseline metrics to guide monitoring, evaluation, and reporting.



3. Develop mobility analytics framework that expands manual mode share counts at key intersections throughout the year. Incorporate data annually and publish annual updates on whistler.ca/monitoring (See Section 6 for measures of success and indicators).
4. Report on mode share as part of Whistler's Big Moves CAIP.

Foundational Task 3: Communication & Collaboration

Communicate active transportation priorities across RMOW departments and with upper levels of government.



5. Advocate to B.C. Ministry of Transportation and Infrastructure (MOTI) to advance the Highway 99 Whistler Transit Priority Study.
6. Develop internal cross-departmental working group to coordinate priority actions.

6.0 MONITORING

A monitoring program is essential to ensure that the ATS is implemented as intended, and to determine whether the Strategy is contributing to the increasing active transportation usage in Whistler. A monitoring program will also enable municipal staff to justify continued expenditures and allocation of resources for active transportation facilities and programs. Monitoring also provides a means of identifying changing conditions that would necessitate changes to how the Strategy is implemented.

To reliably measure and report on the success of the Active Transportation Strategy, data should be collected from the sources identified below and in Table 1.

6.1 Measures of Success

Mode share. Data for all trips in Whistler would be obtained from mobility analytics data. Data for trips to work would be obtained from the Statistics Canada (when possible) and the Community Life Survey (a three-year rolling average should be used to report the data to minimize year-to-year variability and more clearly illustrate overall progress).

Numbers of pedestrians and cyclists. Data would be obtained from counts conducted across the network (including Highways, community roads, and Valley Trail), and mobility analytics data. Results should be compared for the same locations from year to year. To ensure that shifts in trips from one route to another are accounted for, it is preferable to define screenlines or cordons across which numbers of pedestrians and cyclists are measured (an example of a potential screenline would be across the Valley Trail and Highway 99 in the vicinity of Alta Vista and Brio, which would capture trips between Creekside and the Village).

Infrastructure. Data regarding kilometres of pathways, sidewalks and bicycle routes, numbers of pedestrian crossings by type (marked, flashing lights, signalized) and number of bicycle parking spaces (racks and secure parking) would be obtained from the municipality's GIS system.

Indicators are measurable values that are used to monitor, evaluate, and report on progress. Every measure of success has an associated indicator. An indicator may be quantitative (such as the number of cyclists on the Valley Trail) or qualitative (such as perceptions of safety).

Targets are specific values that define a desired result. Not every measure of success needs to have a target – it can be enough to use the indicator to confirm that progress is being made without having a specific target. A target can be numerical (for example, a specific number of increased cyclists), or can be defined as continual progress (for example, an annual increase in numbers of cyclists, or an annual reduction in numbers of pedestrian/vehicle collisions).

Resourcing. Data for how much funding has been assigned to active transportation programming, infrastructure, and policies, as well as the percentage of full time equivalent RMOW staff with active transportation responsibilities.

Equity and access. Data regarding gender, age, geography, ability, cultural diversity and socio-economic status would be obtained from mobility analytics data, surveys, focus groups and similar “market research” techniques.

Safety. Crash data are generally not reliable means of measuring safety. Instead, perceptions of safety are a better indicator of safety and its potential effect as a barrier to walking and cycling. Data regarding perceptions of safety would be obtained from surveys, focus groups and similar “market research” techniques that yield ratings of safety and/or satisfaction for various active transportation facilities. In addition, a proxy for safety is the level of satisfaction with travelling around Whistler by active transportation. Data regarding satisfaction is available from the Community Life survey. Table 1, below, outlines indicators and data sources for each measure of success.

Measure of Success	Source - Frequency	Indicator	Related Objective
Mode Share - journey to work	<ul style="list-style-type: none"> • Census - Every 5 years • Community Life Survey - Annually (report as 3-year rolling average) 	<ul style="list-style-type: none"> • % of population 	1
Mode Share – all trips	<ul style="list-style-type: none"> • Transit ridership - annually • Counts (automatic and manual) – 2 or 4x per year 	<ul style="list-style-type: none"> • # of paid fares • # users 	1, 3
Infrastructure	<ul style="list-style-type: none"> • GIS – annually • RMOW reports - annually 	<ul style="list-style-type: none"> • # (km, publicly accessible bicycle parking spaces, pedestrian crossings, sidewalks) • # completed projects • Self-report of comfort, condition, availability 	1, 3, 5
Resourcing	<ul style="list-style-type: none"> • Finance - annually 	<ul style="list-style-type: none"> • \$ amount • # FTE 	All
Equity and Access	<ul style="list-style-type: none"> • Surveys and focus groups - TBC 	<ul style="list-style-type: none"> • # users • Self-report of usage cross tabulated with demographic details* 	2, 3
Safety	<ul style="list-style-type: none"> • Community Life Survey - Annually (report as 3-year rolling average) • Surveys and focus groups - TBC 	<ul style="list-style-type: none"> • Self-report of perceptions and satisfaction* 	1, 2, 3

Table 1: ATS Measures of Success

*Qualitative data regarding the comfort, condition, continuity, security, and winter availability of various active transportation facilities would be obtained from surveys, focus groups and similar “market research” techniques.

7.0 APPENDIX A – IMPLEMENTATION ACTIVITIES

Priority initiatives are indicated as:



Quicklinks:

[Jump to Objective 1](#) Activities: Establish a comprehensive active transportation network.

[Jump to Objective 2](#) Activities: Ensure everyone can safely use the network.

[Jump to Objective 3](#) Activities: Provide essential infrastructure, amenities, and operational support for the network.

[Jump to Objective 4](#) Activities: Create awareness and motivation for people to use the network.

[Jump to Objective 5](#) Activities: Prepare for increasing use of the network to 2030 and beyond.

Objective 1: Establish a comprehensive active transportation network

	Related Plan	Method of Implementation			Lead Department	Support Dept and/or external partner
		Capital/ Infrs	Policy/ Prog	Other		

	Related Plan	Method of Implementation			Lead Department	Support Dept and/or external partner
		Capital/ Infrs	Policy/ Prog	Other		
Work with MOTI to identify and launch a seasonal bike lane pilot project	TAP, OCP					
Advocate to the MOTI to improve access for active transportation on Highway 99 from Function to Emerald.						
Leverage existing concept designs to launch a municipal street bike lane project.						
Using prioritization framework, identify priority projects to close gaps, expand and upgrade.						
Develop secondary facilities so that cross-country ski needs don't conflict with other users ability to traverse the Valley Trail.						
Identify high congestion zones.						

Create seasonal solutions to maximize existing infrastructure to prioritize AT option (esp transit)									
Review designs of existing facilities and update designs to improve interconnectedness									

Objective 2: Ensure everyone can safely use the network

Related Plan

Method of Implementation

Lead Department

Support Dept and/or external partner

Capital/ Infras Policy/ Prog Other

Accessibility audit of existing pedestrian, transit, and road infrastructure (mobility and dexterity limitations, vision and auditory impairments, and cognitive challenges).				TAP, OCP					
Develop a contractor policy that highlights seasonal risks to safety during construction.									
Create a lighting policy that builds off the existing lighting standard to increase safety while considering the impact on night sky.									
Create design standards for all future facility upgrades and improvements.									
Collaborate with MOTI to ensure highway construction plans include solutions to preserve safe access to facilities.									
Review and improve pedestrian level lighting connections to bus stops and crossings on Highway 99.									
Collaborate with Ministry of Transportation to improve pavement markings and signs on Highway 99.									
Implement signs and sharrows on XYZ roads.									
Once final policy direction related to e-scooters and uni-scooters is released by the Province of BC and ICBC, update RMOW's existing e-bike policy and AT definition.									
Support RMOW's Big Moves 1 action: "Develop and implement Valley Trail User Guidelines and public outreach program (E.g. user etiquette, safety, etc.)"									

and develop policy and signage concerning use of bicycles, e-bikes, scooters, etc. on Valley Trail									
Work with the Whistler Public Library to provide spring active transportation education workshop/program.									
Complete a crosswalk safety review.									
Install push button pedestrian and cyclist crossing systems at all Highway 99 at-grade crossings.									
Rebuild Highway 99 “pork chop” right turn lanes into accessible “smart channel” right turn lanes.									
Explore the feasibility of accessible Highway 99 underpasses at key intersections.									
Advocate for smart traffic signals on municipal and provincial roadways that are capable of prioritizing active transportation and transit movements to be integrated into future transit priority measures.									
Add signage to appropriate roads in line with Provincial safe passing legislation.									

Objective 3: Provide essential infrastructure, amenities, and operational support for the network.

Related Plan Method of Implementation Lead Department Support Dept and/or external partner

	Method of Implementation			Lead Department	Support Dept and/or external partner
	Capital/ Infras	Policy/ Prog	Other		
Identify needs and gaps for covered, short-term bicycle parking and/or secure short and long-term bicycle parking and assess ongoing need for valet parking and expansion opportunities.					
Identify tools to work with community stakeholders on secure bike parking for existing buildings.					
Identify need for bicycle parking and type of bicycle parking at mode switching interfaces e.g. gondolas, hiking trailheads, transit hubs, etc.					
Create assessment method to incorporate e-bike charging into secure bicycle parking.					
Communicate to businesses and stakeholders the benefits of providing end-of-use facilities for active transportation users (including schools)					
Create and promote an active transportation tips and tricks page on www.whistler.ca and www.whistler.com					

Create and implement a communication / promotion program for visitors									
Create design standards and plan to improve access/egress to bus stops with appropriate facilities.									
Create a retrofit and implementation plan for year-round accessible bus shelters									
Review and suggest changes to existing road sweeping standards, esp. spring and fall.									
Develop/update seasonally appropriate maintenance schedules for AT infrastructure (e.g., Trim vegetation, Clear snow/ice, eliminate pooling water, repaint markings, etc)									
Develop system for users to report maintenance or other issues affecting ability to use multi-use trails, bicycle facilities, sidewalks, etc. (telephone number, phone app?)									

Objective 4: Create awareness and motivation for people to use the network.

Related Plan Method of Implementation Lead Department Support Dept and/or external partner

Capital/ Infrs Policy/ Prog Other

					Capital/ Infrs	Policy/ Prog	Other		
Work with employers to incentivize commuting to work by walking or cycling or transit.									
Explore partnerships with local stakeholders for events, awards that celebrate active transportation leadership in the community.									
Promote e-bike share program through employers and community groups, and within RMOW.									
Work with Tourism Whistler to promote active and/or low carbon transportation with Tour vouchers, restaurant vouchers									
Integrate active transportation messaging into RMOW events, campaigns, etc.									
Collaborate with community groups (e.g., Tourism Whistler POW, MAC, AWARE) and schools to engage with residents, employees, and visitors to encourage active transportation.									
Identify need for education actions (e.g. instructional materials, skills courses, Valley Trail etiquette									
Work with the Whistler Public Library to provide spring active transportation education workshop/program									

Communicate and enforce that pedestrian (foot and wheelchair traffic) has priority over wheeled traffic on multiuse trails.									
Communication assets to increase understanding of class 2 and class 3 e-bikes;									
Assess need for active transportation maps and delivery mechanism.									

Objective 5: Prepare for increasing use of the network to 2030 and beyond.

Related Plan

Method of Implementation

Lead Department

Support Dept and/or external partner

Capital/ Infrs Policy/ Prog Other

Work with BC Transit and the provincial government to implement the Whistler Transit Future Action Plan									
Develop a Whistler Complete Streets Policy									
Review the Community Transportation Initiative Fund guidelines and Pay parking policy as a source of funding									
Support improved bicycle recovery process/programs and coordination (e.g., Bikebac.ca and 529 Garage (RCMP)).									