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February 12, 2013

Dear Downtown Moves Project Team,

It has been our pleasure to provide our services throughout the Downtown Moves Study process. The purpose of this letter is to summarize the nature of our organization's involvement with Downtown Moves, as well as to provide final comment on the final document as the City moves forward with the visions, strategies and recommendations outlined in the report.

### **About 8-80 Cities**

8-80 Cities is a Canadian-based non-profit organization dedicated to transforming cities into places where people can walk, bike, access public transit and visit vibrant parks, and other public places. Our organization is based on a simple philosophy; if you create a city that's good for an 8 year old and good for an 80 year old, you will create a successful city for everyone.

8-80 cities are communities built for people. They reflect social equality in the public realm and nurture our need to be physically active by providing safe, accessible and enjoyable places for everyone walk, bike and be active as part of our daily routine. They recognize that people are social creatures and prioritize human interaction by fostering vibrant streets and great public places where people can rest, relax and play. 8-80 Cities encourage sustainable and healthy lifestyles for everyone regardless of age, gender, ability, ethnicity or economic background.

Our approach is to engage communities at all levels and across multiple sectors to inspire the creation of cities that are easily accessible, safe, and enjoyable for everyone. We have had the privilege of advising and working with over 150 cities on diverse projects across Canada, the United States, Latin America, Europe, Asia, Australia and New Zealand. We use our international experience to inform and apply best practice in creating people-friendly public realm, sustainable mobility and parks and public spaces.

### **8-80 Cities and Downtown Moves**

8-80 Cities was retained by the City of Ottawa as outside advisors to the Downtown Moves Study process to perform four tasks:

1. To participate as an international keynote speaker and mobility expert (Gil Penalosa- Executive Director of 8-80 Cities) in the November 2011 Mobility Summit as part of the Downtown Moves consultation strategy.



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2. To provide peer review in the form of a critical review of the November 2012 Draft Downtown Moves Report. This included overall comment on key themes, strengths and weakness of the document, key implementation strategies, and specific annotated suggestions on how to improve the overall document through the lens of international best practice and 8-80 Cities' approach to inclusive mobility.
3. To present our findings from the review process at a Public Open House in January 2013.
4. To review the final Downtown Moves Report, submit this final summary letter of our involvement and provide comment on the level to which our comments and suggestions were considered and addressed in the final report.

### **8-80 Cities' Assessment of the Downtown Moves Final Report**

As we have stated in our review of the draft document, we feel that the Downtown Moves document is a critical tool for creating more accessible, safe and enjoyable mobility for all users in the downtown. Overall we feel the document does a tremendous job at articulating the desired and much needed shift in priority for more pedestrian, cycling and transit-oriented design on Ottawa's streets. In addition we commend the City and the consultant team for taking advantage of the investment in the Confederation Line LRT project in order to do something truly transformative in the downtown that links mobility and public space in a coherent way in order to improve quality of life in the city. What is achieved with Downtown Moves can be a point of reference for other projects in the entire city, so there is also a great responsibility to demonstrate a higher standard of practice when it comes to creating vibrant, safe and accessible streets for pedestrians, cyclists, and transit riders.

We were very pleased to see that many of our suggestions, revisions and recommendations in our review of the draft document were integrated into the final document. In particular, the addition of a clear, concise rationale (as an economic driver, increasing downtown residential population, safety, health, shift in urban commuter patterns towards more active travel) for the investment in a more integrated and people-friendly approach to mobility.

In addition, our specific recommendations related to the pedestrian, transit and vehicle mobility sections were widely accepted and integrated. In our initial review the area where we had the most ideas and suggestions for improvement were related to the cycling sections. It is clear there has been a significant improvement from the initial draft to the final document in creating a framework for cycling that is inclusive for multiple users. In particular we were pleased to see that there has been increased clarity about the types of cyclists that different types of treatment and facilities will attract and feel comfortable using. We believe strongly that cities that invest in cycling infrastructure and programs that invite users with different skill levels and abilities, genders, and age are the most successful



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in significantly increasing cycling ridership to beyond the young and athletic. We know from our research and practical evidence from cities around the world this is achieved by focusing on the lowering of speeds in residential and some cases local business-oriented streets as well as providing physical segregation from vehicles on streets that have traffic speeds of 40kph or more. We hope that the city continues to strive to reach for the highest level of inclusiveness (as identified in the final document) as a standard practice for all streets. If the city uses this inclusivity measure we truly believe Ottawa can become a leader in Canada and abroad in creating a complete and integrated cycling network that focuses on building and maintaining facilities that are safe and accessible for multiple ages and abilities- moving towards becoming an 8-80 city.

We thank the City of Ottawa for this opportunity to be involved in the Downtown Moves Study, as well as the Project Team for their openness and responsiveness to our suggestions and recommendations throughout the consultation and review process.

Sincerely,

8-80 Cities Review Team

Gil Penalosa, Executive Director  
Amanda O'Rourke, Director of Policy and Planning  
Emily Munroe, Director of Programmes and Partnerships