



Regional  
Niagara  
Bicycling  
Committee



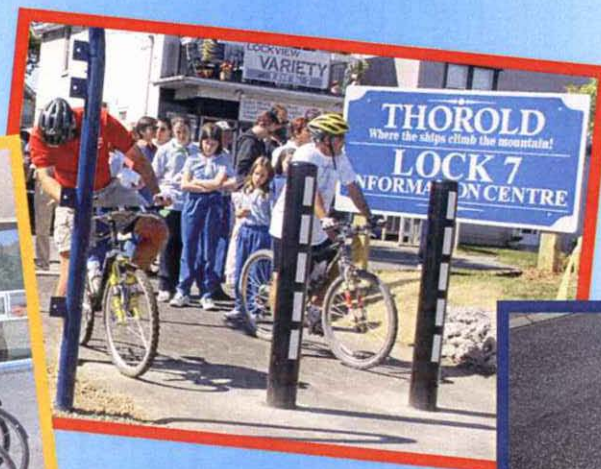
Niagara Region

# REGIONAL NIAGARA BICYCLING COMMITTEE (RNBC)

***"Helping Niagara Region Achieve  
Smart Growth and Healthy Lifestyles  
Through Sustainable Active Transportation"***

## REPORT ON STRATEGIC PLANNING ISSUES & PROCESS

NOVEMBER 2007



## **TABLE OF CONTENTS**

### **Report on Strategic Planning Issues & Process**

	<b>Page</b>
<b>Abstract</b>	
<b>A. Introduction .....</b>	<b>2</b>
<b>B. The RNBC – Reflecting on the Past and Surveying the Present</b>	
<b>B1. The Past.....</b>	<b>2</b>
<b>B2. The Present.....</b>	<b>3, 4</b>
<b>C. Policy/Program Context Related to Bicycle Transportation</b>	
<b>C1. Federal Gas Tax Program .....</b>	<b>5</b>
<b>C2. Provincial Policies &amp; Directions .....</b>	<b>5, 6</b>
<b>C3. Regional Policies &amp; Directions .....</b>	<b>7, 8, 9, 10</b>
<b>C4. Municipal Policy Directions.....</b>	<b>10</b>
<b>D. RNBC – Looking to the Future .....</b>	<b>10, 11, 12,</b>
.....	<b>13, 14</b>
<b>E. Conclusion.....</b>	<b>14, 15</b>
<b>F. Recommendations.....</b>	<b>15</b>
<b>G. List of Appendices.....</b>	<b>16</b>
 <b>Appendix I</b> Summary Notes – RNBC Strategic Planning Sessions	
 <b>Appendix II</b> Terms of Reference for the RNBC 2003-2006	
 <b>Appendix III</b> Niagara Region Bikeways Master Plan – Status of Recommendations	
 <b>Appendix IV</b>	
a) City of Hamilton Report: On-Street Cycling Program (PW07078) City-Wide Implications	
b) City of London Job Description: Transportation Demand Management Coordinator	
c) The Regional Municipality of Waterloo Position Description: Transportation Demand Management Planner	



## Regional Niagara Bicycling Committee (RNBC)

### ***“Helping Niagara Region Achieve Smart Growth and Healthy Lifestyles Through Sustainable Active Transportation”***



## **Report on Strategic Planning Issues & Process** **November 2007**

**Abstract:** *The Regional Niagara Bicycling Committee (RNBC) is an advisory arm of Regional Council through Public Works whose purpose is to provide input on cycling issues, projects, policies and programs that promote safe bicycling for all ages as a means of sustainable transportation, recreation, and tourism. For more than a decade, the RNBC has successfully been working towards the implementation of Regional Council's long-term vision, as outlined in the Regional Bikeways Master Plan, to facilitate the increased growth in this popular activity. In November 2006, the committee members undertook a strategic planning process to identify key priorities for the coming 5 years (2007-2011) in alignment with the time frame chosen for Regional Council's updated Business Plan.*

*The strategic planning sessions identified 3 areas of focus for the RNBC:*

- 1. The RNBC will work towards the implementation of Council's approved Regional Bikeways Network to ensure dedicated space for cyclists, including the implementation of a bicycle signage plan.*
- 2. The RNBC will assist Niagara municipalities and other stakeholders with the development and implementation of relevant planning documents, inclusive of land use and active sustainable transportation plans that support enhanced infrastructure (inter-connected, multi-modal pathways and trails - both on-road and off-road, facilities such as bike storage/parking at destinations and on buses, etc.) for walking and cycling.*
- 3. The RNBC will maintain and expand its partnerships with other local, provincial and bi-national groups and communities to facilitate and promote cycling for transportation, recreation and tourism purposes through education, encouragement and outreach activities for cyclists of all ages and abilities.*

*These strategic directions are aligned with several provincial and regional policy papers including the Provincial Policy Statement released in 2005; the Provincial Growth Plan (June 2006); Ontario's Action Plan for Healthy Eating and Active Living (2007); Niagara Smart Growth principles (2001 Report), the Regional Niagara Bikeways Master Plan (2005); Model Urban Design Guidelines and the Regional Chairman's Leadership Round Table Report on Obesity Prevention (2006); all of which highlight the importance of developing communities where it is easy to utilize alternate forms of transportation, such as walking and cycling. This report highlights several decision opportunities that require deliberation and endorsement by Regional Council because they will determine the focus and scope of the work of the RNBC, shape its membership and organizational structure and influence the manner in which the committee's work is accomplished.*

## A. INTRODUCTION

As an advisory committee to Regional Council reporting through the Public Works Department, the Regional Niagara Bicycling Committee (RNBC) members are dedicated volunteers, Regional Councillors and staff who have worked tirelessly to develop new and innovative policies and programs that foster an increase in local bicycle commuting and recreational cycling, while enhancing Niagara Region's profile as one of the premier tourists destinations in North America. Initiatives have focused on infrastructure, including a regional network of bicycle routes, but have also included work on policy, education, enforcement and encouragement (see Appendix I).

In November 2006, the committee undertook a strategic planning exercise to determine the key priorities and areas of focus for the coming 5-year period. With the help of a facilitator, committee members past and present reviewed:

- *The achievements of the Committee since its inception in 1995*
- *The current situational context - the factors at a local, provincial and federal level that might assist our work and those that will impede it*
- *Current and potential partnerships/linkages*
- *Possible goal areas and objectives for the next 5 years*

This report highlights the work of the RNBC over the past 12 years as a backdrop to the proposed strategic priorities for the Committee for the next 5 years; the contextual factors that helped to shape these priorities and the strategic decisions that can help the RNBC achieve its assigned mandate.

## B. THE RNBC – REFLECTING ON THE PAST AND SURVEYING THE PRESENT

### B1. The Past

In 1995, Regional Council agreed to establish a bicycling advisory committee as a sub-committee of the then, Public Works and Utilities Committee, to direct the implementation of the Regional Niagara Bicycling Study/Bikeways Master Plan. It was felt the Bicycling Committee *“could play a useful, active role in providing input on a wide range of topics and issues related to bicycling”* (RNBC Terms of Reference-Overview). The committee's Terms of Reference were ratified in June 1995 and updated in 2000 and 2005 (see Appendix II).

Since it was established, the RNBC has made significant contributions to cycling in the following areas: policy, infrastructure, education, enforcement and encouragement. Notable achievements include:

- *The development of 2 editions of a cycling map that has been well-received not only in Niagara but provincially, nationally and internationally;*
- *a comprehensive website ([www.rnbc.info](http://www.rnbc.info)) and several safety brochures (Trails Etiquette, Lighten Up Eh!, and Sidewalk Cycling);*
- *the creation of the Bicycle Friendly Awards program and an annual Bike to Work Week campaign and resource kit;*

- *Regional Policy Plan Amendment (PPA2-2005-Policy Section 9.F: Bicycling);*
- *input into the Niagara-on-the-Lake Transportation Plan, as well as the trail and bikeways master plans of both Lincoln and Niagara Falls; and*
- *road standard designs for bicycling infrastructure, paved shoulders; the addition of bike lanes to Regional and Municipal roads; and bike facilities incorporated into Queenston/Lewiston and Peace Bridge designs, just to name a few.*

With no regional staff dedicated full-time to sustainable transportation issues (as recommended in the Bikeways Master Plan), the RNBC has been proactive in seeking out partnership opportunities with other groups to develop the Bikeways Network. The RNBC has worked with cycling clubs, notably the Niagara Freewheelers Bicycle Touring Club and the Niagara Economic Development Corporation to advance bicycling in the Niagara area, while partnerships with the Waterfront Regeneration Trust and the Greater Niagara Circle Route Committee have focused on creating connecting routes across Niagara to complement the Regional road network. While this has been a successful model in moving things forward, many opportunities have not been pursued, due to lack of staff/volunteer time.

## **B2. The Present**

Bicycling is a fast growing recreational activity and mode of transportation that is accessible to all age groups. Its growth has been most pronounced by adults, who can often enjoy this activity right into their senior years. Bicycling supports personal health, a clean environment, and is helping to build Niagara's eco-tourism industry.

The growth in Niagara as a cycling destination is a result of a combination of the local natural environment and the gradual development of supportive bicycle infrastructure. People now regularly come to Niagara to bicycle. The *Lake-to-Lake* and *Squeezer* mountain-biking events attract thousands of participants from across Ontario and the United States. The *Toronto-Niagara Bike Train* service is a new sustainable tourism and transportation initiative that will introduce bike racks onboard select VIA Rail Canada departures between Toronto and Niagara Falls. The service was offered on a limited weekend schedule until the end of August 2007. Preliminary reports from the organizer indicate the pilot was extremely successful and there is a good chance VIA Rail will expand the service in subsequent years, although no decisions regarding expansion have been made.

Cycling contributes to both quality of life and the local economy. However, this does not happen by accident, but is rather about changes in public policy about the built environment. These changes have been promoted through the work of groups like the RNBC.

The RNBC vision for cycling remains bold but not impossible;

*To establish and have the Niagara Region recognized as the premier bicycle-friendly community in Ontario, where cyclists of all ages and abilities can cycle in safe and enjoyable environments for transportation, recreation and tourism purposes.*



Its newly crafted mission statement is:

*The Regional Niagara Bicycling Committee is a public advisory committee to Regional Council whose purpose is to promote and encourage the development of safe cycling opportunities within Niagara through consultation, cooperation and partnerships. Members provide input and advice on cycling issues, projects, policies and programs that:*

- *support a comprehensive Regional Niagara Transportation Strategy and ensures smart land use;*
- *promotes and encourages cycling as part of a healthy lifestyle; and*
- *fosters environmental sustainability, tourism and economic opportunities throughout the Niagara Region.*

The current Terms of Reference for the RNBC lists 13 long-term goals and 10 short-term objectives covering a broad range of cycling-related issues and activities. The scope of the work and the lack of clear linkages between the long-term goals and short-term objectives renders them ineffective as a framework for guiding decision-making and priority setting. Consequently, RNBC volunteers and staff currently do “a little bit of everything”. There are concerns that this diminishes the Committee's effectiveness, particularly in light of the dwindling participation of volunteers at the task force level and the workloads of the staff providing resource support to the committee.

The RNBC continues to rely on financial resources and staffing support from several departments within the Region including Public Works, Planning, Public Health and Police Services; however, staff time and level of participation for committee initiatives is dependant on numerous other departmental priorities. Regional Councillors and volunteers also have competing demands on their time. This has the potential to delay the implementation of some RNBC initiatives and makes it difficult to capitalize on emerging opportunities complimentary to the work of the committee (e.g. grants and sponsorships).

There has also been some uncertainty around the level of funding available to support RNBC initiatives and the permissible uses for those funds; this despite clause 3.13 in the RNBC Terms of Reference, which notes that Public Works is to identify appropriate support funding in its Capital and Operating Budgets to “*fund the activities of the RNBC*” with the possibility of additional funding assigned based on the “*nature of the studies or events proposed by the RNBC for a particular year*”. Strengthening the link between strategic and operational planning at the committee level with the annual budgeting process followed by the Corporation would help to alleviate this uncertainty and better ground the scope of the activities undertaken by the committee in any given year.

## C. POLICY/PROGRAM CONTEXT RELATED TO BICYCLE TRANSPORTATION

In recent years there has been a growing interest, both nationally and internationally, in environmental issues such as air quality and climate change. Researchers and policy makers alike are now recognizing the inter-relationships between sectors like health (individual and societal), planning, transportation, economic development, and social sustainability, to name a few examples. Active transportation ("people-powered" forms of transportation such as cycling and walking) is increasingly being cited by all levels of government in various transportation, planning, health promotion, environmental, recreation and tourism policies and programs.

A quick scan identified the following policy directions related to bicycle transportation.

### C1. Federal Gas Tax Program

The Federal Government established the **Gas Tax Fund** and allocates monies to municipalities on a per capita basis for environmentally sustainable municipal infrastructure projects. Eligible projects include public transit, bicycle facilities (on-road bike lanes and off-road trails) and bike racks on public transit vehicles. Decisions regarding how the Gas Tax Funds are utilized rest primarily with the local municipalities. The Gas Tax Fund may offer the RNBC an opportunity to work collaboratively with Niagara municipalities to further sustainable transportation initiatives.

### C2. Provincial Policies & Directions

**The Provincial Policy Statement (2005)** as well as the **Places to Grow (PTG) Plan (June 2006)** both underscore the importance of ensuring cycling (and walking) are integrated as practical elements into transportation plans and urban design, offering safe access to jobs, housing, schools and other community services. The **PTG Plan** also requires dedicated street space for bicycling on major street networks, including existing and proposed communities, where feasible. The concept of "complete streets" for all users is gaining momentum across North America to ensure better planning for integrated and sustainable communities.

**Provincial health policy promotes healthy urban design** - Dr. Sheela Basrur, Ontario's former Chief Medical Officer of Health (CMOH) highlighted the health implications of overweight and obesity in her 2005 report *Healthy Weights, Healthy Lives*. She observed:

*"We are now living in 'obesogenic' environments, communities, workplaces, schools and homes that actually promote or encourage obesity. We have engineered physical activity out of our lives...we have made our generation the most sedentary in history."*

Some researchers have predicted that *"this could be the first generation of children who do not have a longer life expectancy than their parents"*.

The CMOH report recommended local and regional governments/communities:

1. Examine community planning policies and processes to identify how local communities can promote physical activity, reduce barriers to physical activity for everyone, and engage young people in physical activity.
2. Provide education and training for community planners, engineers, architects and decision-makers in “active living by design”.
3. Provide more opportunities for people to be physically active by:
  - Enhancing park land and recreational areas
  - Providing safe walking and cycling routes
  - Designing neighbourhoods with shops and schools within walking distance

*Ontario's Action Plan for Healthy Eating and Active Living* (2006) focuses on areas deemed to have “the greatest need and potential for change”. The plan includes the promotion of healthy urban design through Active Transportation and Urban Design Forums, a continued commitment to the Ontario Trails Strategy, and enhanced resources for community organizations interested in developing active and safe routes to schools that make it easier for kids to walk or bike instead of being bussed/driven.

**Provincial environmental policy directions identify cycling as part of the solution to help improve environmental quality.** The bicycle contributes to the quality of our environment by providing a positive choice to reduce fuel consumption and use a cleaner more efficient form of transportation. In Ontario, transportation contributes more than 30 per cent of the total greenhouse gas emissions, is the second largest contributor to air emissions and is a contributor to smog. Bicycles are an affordable and accessible means of transportation for all ages and socio-economic levels.

The Ontario government recently released *Go Green: Ontario's Action Plan on Climate Change*. The action plan is intended to “improve the way we live and travel in southern and central Ontario” ([www.gogreenontario.ca/plan-action.php](http://www.gogreenontario.ca/plan-action.php)). The plan also identifies cycling as one element necessary for the success of this future integrated plan and as one measure that can help reduce smog. The Ministry of Health Promotion is implementing an *Ontario Trails Development Strategy* (2005) and the Ministry of Transportation hosted a May 2007 *Sustainable TransForum*. Both activities have included cycling as a desirable activity for the environment and other beneficial reasons.

**Cycling supports policies for economic development and tourism.** The province wants a strong and vibrant economy as noted in Provincial Planning documents. Bicycling helps to diversify the economy through retail sales of bikes and related parts, and also provides the tourism industry with an active choice for viewing the many attractions of the Province and its regions. Cycling supports an active cycling retail and related support industry in Ontario (e.g. accommodations, sales, rentals, service parts and repair). The Canadian bicycle sector is reported to employ 1,100 people, has grown 46% since 1994 to 2002 and is predicted to continue growing over the next 5 years, with bicycle sales in Canada for 2002 estimated at 1.3 million with a value of \$140 million (U.S.). Cycling tourism is a growing and competitive industry in Canada with bicycle sales and tourism valued at \$637,168,000 annually.



### C3. Regional Policies & Directions

#### Regional Council – Business Plan 2003-2006

The work of the RNBC is aligned to support several of Regional Council's identified strategic directions for 2003-2006 including:

1. Optimal Access to Niagara
2. Balanced Planned Land Use
3. Sustainable Economic Development
4. Healthy, Safe and Productive Communities

The primary linkages include the Regional Niagara Bikeways Master Plan (RNBP), Smarter Niagara, Model Urban Design Guidelines, Transportation Planning, The Greater Niagara Circle Route, Niagara Peninsula Conservation Authority (NPCA) and Healthy Active Living (TREKZONE).

#### ***Regional Niagara Bikeways Master Plan***

The Regional Niagara Bikeways Master Plan (RNBP) was released in August 2003 and substantively approved by Regional Council in January 2005. The Plan established "a long-term vision and strategy to provide programs and infrastructure to support recreational, tourism and utilitarian cycling". This 20 year strategy identified network priorities and set out the implementation tools necessary to develop a Region-wide on-road and off-road bikeways network. The RNBP was based on a statistically accurate survey conducted by *Decima Research* and an analysis of bicycling trends and associated economic and tourism impacts.

The report identified two key goals to guide the work of the Region and its jurisdictional partners and those goals remain both relevant and strategically important today:

- i. To develop a visible and connected cycling network in the Niagara Region that is easily accessible and actively used by all types of cyclists; and
- ii. to connect, integrate, enhance and expand the existing on-road and off-road cycling network as a means of facilitating the use of bicycles for leisure, tourism and utilitarian purposes.

When fully realized, the RNBP will be a 1,100 kilometre network of bikeway facilities throughout Niagara – an asset that will fulfil the RNBC vision of Niagara as *the premier bicycle-friendly community in Ontario, where cyclists of all ages and abilities can cycle in safe and enjoyable environments for transportation, recreation and tourism purposes*. The fulsome implementation of the RNBP will help to facilitate a major initiative recently introduced by the Niagara Economic Development Corporation and supported by Regional Council.

The *Wine Country Enhancement Initiative* recognizes the important and supportive role of bicycle tourism and infrastructure (including signage) in the success of this program. The RNBC has been asked to partner in this economic development/tourism work.

While the RNBP has provided solid guidance for the work of the Region and the RNBC, there are a number of key recommendations within the RNBP that have not been implemented (see Appendix III). These were identified as both barriers to the future work of the committee and opportunities for moving forward during the current strategic planning session.

### ***Smarter Niagara***

The *Smarter Niagara* initiative is founded on 10 principles that work together to create a more sustainable approach to planning that emphasizes variety and choice in housing forms, transportation options, and the way communities are developed. It recognizes liveable communities address the needs of pedestrians, cyclists and individuals with physical disabilities in harmony with facilitating travel by automobile. Therefore, the Smarter Niagara initiative supports the goals of active transportation by:

- advocating for uses that are closer together making them easier to travel to by foot or bike;
- preserving natural and agricultural lands and areas with scenic beauty so people have opportunities to take walks or cycle through them for recreation;
- emphasizing development into energetic downtowns that create a destination for people to walk or cycle to and travel within; and
- encouraging a range of housing forms and styles that provides housing for diverse demographic and socio-economic status within neighbourhoods, and as a result provides greater opportunity to allow people to age in place and enjoy their neighbourhood for longer.

To assist with the implementation of Smart Growth, Regional Niagara formed a Citizens' Advisory Committee called the Smarter Niagara Steering Committee. The Committee is made up of Regional Councillors, members of the public and Regional staff with a mandate to improve the quality of life in Niagara by influencing regional and local land use planning and an overall policy framework for future growth management strategies. There may be opportunities to strengthen communication and collaboration around sustainable active transportation issues.

### ***Model Urban Design Guidelines***

The *Model Urban Design Guidelines* were created by the Niagara Region Planning Department to assist municipalities with planning, designing and developing vibrant, liveable communities. The Guidelines - a how-to manual - review how to develop elements of the public and private realm, including: roads, sidewalks and streetscapes, parks and open space, multi-use trails, residential, commercial, high rise development, industrial, off-street parking and environmental sustainability.

The Guidelines support the goals of active transportation by recommending design specifications about:

- width of streets, sidewalks and lots and how the public realm connects with the private;
- location of transit, walking and cycling facilities and the interplay between modes of transportation;
- beautification of the public realm to make people want to feel invited to be there and engage with their community; and
- ways to ensure that development and our environmental health and safety can co-exist.

### ***Bicycling Policies***

The Regional Niagara Policy Plan, approved by Regional Council, is the community planning document that guides development and conservation in Niagara. Section 9F in the transportation section of the Policy Plan, sets out objectives and policies that promote and facilitate bicycle transportation as an alternative, sustainable form of transportation. A regional network of on-road and off-road facilities were identified for long-term implementation as financial resources and situational opportunities arise. The development of the Greater Niagara Circle Route, the Waterfront Trail and various designated on-road bike lanes are prominent examples of Regional leadership in bicycle transportation planning.

### ***Healthy Active Living***

The *Final Report of the Regional Chairman's Leadership Round Table on Obesity Prevention* (hereafter referred to as the TREKZONE strategy) recommends creating communities that value and support healthy eating and daily physical activity by changing the physical and social environments where people live, learn, work and play. Three areas of focus were identified as the foundation upon which the *TREKZONE~Eat Right. Be Active. Strategy* would be developed – healthy eating, physical activity and community design.

The TREKZONE strategy identified 9 strategic initiatives, four of which have direct linkages to the mandate of the RNBC.

These are:

- adoption of Municipal Active Transportation Plans ... such as walking or cycling;
- expand and Integrate Trail Networks Across Niagara ... (to) create an integrated network of inter-modal pedestrian and cycling routes;
- improved signage and infrastructure for trails; and
- a Niagara TREKZONE Challenge....where residents are challenged to walk, cycle or rollerblade the length of the Greater Niagara Circle Route (a component of the Regional Niagara Bikeways Master Plan).



The TREKZONE strategy recognizes the need for working collaboratively with a diverse group of community partners, including the RNBC, in order to move these initiatives forward. The report also noted the need to secure funding to support the implementation of the initiatives by tapping into available grant monies or reallocating existing funds to support the strategic priorities.

#### **C4. Municipal Policy Directions**

Local municipalities directly influence how planning and community design principles are adopted and implemented at the local level. Official Master Plans, transportation plans, Parks & Recreation Master Plans and zoning by-laws all guide development at a municipal level. As noted earlier, all GTA municipalities are impacted by the *PTG Plan* and many are pursuing some form of active transportation planning.

Active transportation is a key component within the TREKZONE vision and very few of Niagara's 12 municipalities have taken concrete steps to begin to explore active transportation issues. Both the City of Thorold and the Town of Pelham recently established Advisory Committees to work on Active Transportation issues and the City of Niagara Falls had undertaken some preliminary work on Active Transportation in the Fall of 2004. Port Colborne and Niagara Falls have active *Trails & Bikeways* committees.

Of note, the City of Hamilton recently approved the creation of a full-time *Alternative Transportation Coordinator* (ATC) on a 2-year pilot basis to accelerate the accomplishment of cycling and pedestrian program initiatives and projects in accordance with Hamilton's Transportation Master Plan recommendations. The recommendation to create the ATC position was based on the desire of staff and council to create "a healthier, greener and more enjoyable city in which to live, work and play" and to prioritize accelerated project delivery to achieve desired outcomes through improved coordination, promotion and implementation efforts.

The Toronto Coalition for Active Transportation also recently hired a Project Coordinator to work with municipal staff, councillors and the public to ensure that active transportation is integrated into municipal decision-making processes.

In light of the recently signed Memorandum of Understanding between the Region and the 12 municipalities, there are opportunities to explore new ways of partnering with Niagara municipalities to support common goals pertaining to cycling and active transportation.

#### **D. RNBC – LOOKING TO THE FUTURE**

Building on 12 years of success and cognizant of the changing context within which it needs to operate, the RNBC is well-positioned to continue to help the Niagara Region implement a comprehensive, sustainable transportation strategy that supports active and healthy lifestyles.

There is strong evidence that there is potential for even further growth in bicycling by establishing and promoting a safe bicycling environment. Local, national and international studies and surveys indicate that one of the greatest barriers to potential growth is the lack of safe bicycle facilities and information, particularly for commuters. Yet there are strong indicators that when employers and schools provide safe bicycle storage and change facilities, cycling increases. This benefits everyone because it displaces cost for building and maintaining more expensive parking, reduces wear and tear on road systems, and reduces the environmental footprint on local communities. Active transportation also benefits individuals and society by helping to combat sedentary lifestyles that can result in increased health care costs.

Considering the need to keep the work of the committee focused and manageable, while retaining the ability to capitalize on unanticipated opportunities, the following priorities emerged from the strategic planning process as having the most potential for achieving the RNBC's identified vision and mission:

- 1. The RNBC will work towards the implementation of Council's approved Regional Bikeways Network to ensure dedicated space for cyclists, including the implementation of a bicycle signage plan.***
- 2. The RNBC will assist Niagara municipalities and other stakeholders with the development and implementation of relevant planning documents, inclusive of land use and active transportation plans that support enhanced infrastructure (inter-connected, multi-modal pathways and trails - both on-road and off-road, facilities such as bike storage/parking at destinations and on buses, etc.) for walking and cycling.***
- 3. The RNBC will maintain and expand its partnerships with other local, provincial and bi-national groups and communities to facilitate and promote cycling for transportation, recreation and tourism purposes through education, encouragement and outreach activities for cyclists of all ages and abilities.***

These priorities build on the past successes and areas of strength for the RNBC, while acknowledging the emerging emphasis on active transportation as identified in provincial and regional strategy documents (i.e. the *Provincial Policy Statement*, *Places to Grow Plan*, *Niagara Regional Policy Plan*, *Smart Growth* and the *TREKZONE* strategy). These strategic priorities are also consistent with the *Regional Niagara Bikeways Master Plan* that was approved by Council in January 2005.

The RNBC wants to continue to provide input on cycling issues, projects, policies and programs that support a comprehensive, integrated and sustainable transportation strategy and fulfills the different but common agendas of health and social services; tourism, culture and recreation; planning; economic development; and environmental protection.

## Committee, Council and Corporate Management Team Direction

Over time there have been several stakeholder groups that have shared aspects of the bicycling and active transportation interests in Niagara. These include the following:

- Regional Niagara Bicycling Committee
- Greater Niagara Circle Route Committee
- Smarter Niagara Steering Committee
- Niagara Peninsula Conservation Authority
- Niagara Economic Development Corporation
- Transportation Strategy Steering Committee
- Regional Chair's Leadership Round Table on obesity prevention and the resulting strategy document titled: *TREKZONE~Eat Right. Be Active. Our Community Strategy for a Healthy Active Niagara*
- Public Health & Social Services Committee
- Planning & Public Works Committee
- Local Municipalities and the Parks & Recreation Departments

There are two questions that follow, which request Council and CMT consideration for future action:

### **i What organizational structure is needed for active transportation issues?**

During the deliberations of the RNBC strategic planning process, questions arose as to what forum would best serve the broader directions of active transportation. Is there need to form a committee specifically dedicated to active transportation or is there need to morph two or more of the existing advisory committees into a body that deals with the larger issue of active transportation?

To be clear, committee members are not recommending that the RNBC take on this broader mandate, but feel that some organizational structure should exist through regional government to:

- move forward the active transportation agenda;
- further the development of on-road and off-road trail routes to facilitate inter-community transportation between and within Niagara communities; and
- improve linkages with major existing trail systems and the bicycle network.

The advantages and limitations of adding this broader role to the current RNBC mandate are noted below to help inform the discussion and assist with decision-making.



**Advantages:**

- Bicycling is typically grouped with walking as key elements in both sustainable/active transportation and health promotion position papers/policy documents.
- The *Places to Grow Act* will require municipalities to plan for transit services, and cycling and walking friendly communities.
- The main users of off-road trail systems, in addition to cyclists, are pedestrians (walkers, joggers and those who roller-blade), particularly in urban settings.
- Aligns with TREKZONE focus on community design, active transportation and connectivity of multi-modal trails/pathways.
- Many other jurisdictions are pursuing walking and cycling plans (e.g. City of Toronto, York Region and many American jurisdictions).
- An 'active transportation' strategy will enable cycling to attract wider acceptance by the broader community.
- Offers an opportunity for broader stakeholder/volunteer involvement – could revitalize committee membership and focus.
- May provide increased opportunity to pursue additional funding sources, such as grants and sponsorships.
- Would allow the inclusion and recognition of a historically neglected mode of transportation (i.e. walking) that deserves consideration for many of the same reasons as cycling (e.g. safety, active living, environmental, tourism, etc.).

**Limitations:**

- Will dilute the existing committee's focus on cycling issues, projects, policy and programs.
- Could erode effectiveness of addressing cycling topics by compromising technical expertise available to the committee and its task forces.
- Shift to active transportation further broadens an already extensive mandate and could negatively impact on committee's ability to continue with implementing the Bikeways Master Plan.
- Broader mandate puts increased strain on available staff expertise/time.
- Will require investment in knowledge transfer, or the addition of new members, to ensure that the committee is knowledgeable about pedestrian/active transportation issues, or a risk of being overbalanced with cycling expertise will result.
- Technical infrastructure requirements for cycling are distinct from pedestrian issues.
- May result in the resignation of some of the RNBC's current members who are committed solely to cycling issues/projects.
- Unclear how pedestrian issues fall within Region's/Public Works existing mandate.
- Unclear if walking generates similar appeal to draw tourists to region as compared to demonstrated demand for a cycling tourism market.

**ii. Will Niagara Region support the creation of a full-time Sustainable Transportation Coordinator position to guide and facilitate Active Transportation Initiatives?**

***Advantages:***

- More consistent and coordinated support to Committee members (and by extension, Regional Council) which should result in better and timelier outcomes.
- Ability to advance an integrated agenda more efficiently/effectively than can currently be done with limited staff availability across four departments with distinct areas of expertise.
- Full-time staff member has time to nurture and leverage new and existing partnerships at various levels (governments, private sponsors, non-profit volunteer groups) and capitalize on emerging opportunities that improve service delivery to citizens/tourists alike.
- Additional capacity to seek other sources of funding and complete necessary applications and reporting requirements.
- Provides a clear statement to staff and the public of commitment to implementing an approved policy direction, through a recognized staff champion with technical expertise and a regional mandate.
- Sustainable Transportation Coordinators, Active Living Promoters and Transportation Demand Management staff positions are being supported by many other jurisdictions (e.g. Region of Waterloo, Toronto, Hamilton).
- Value of a dedicated coordinator position has been demonstrated with Healthy Living Niagara – community partnership celebrating 10 years of innovative programming focused on healthy eating, physical activity and smoke-free living.

***Limitations:***

- Requires reallocation of existing staff position/budget dollars to create position – corporation may not be in a position to do this.
- Dedicated position may result in loss of current staff support/expertise from existing departments (Public Health, Planning, Police Services, Public Works), due to perceived “duplication” or belief that the Sustainable Transportation Coordinator can do “everything”.

**E. CONCLUSION**

The RNBC Draft Strategic Plan for 2007-2011 seeks to build on past successes while embracing emerging opportunities for a more integrated and holistic approach to healthy communities. The key priority areas that emerged from the RNBC strategic planning session contribute to both Provincial and Regional initiatives on transportation, community design, health and active living. Organizations ranging from the World Health Organization to the Ontario Ministry of Health Promotion identify bicycling, along with walking, as the top two activities with the most potential to improve health and facilitate active lifestyles.

The RNBC can continue to work within its defined mandate for cycling issues, dependent heavily on volunteers and limited staff resources to advance major projects, or it can move forward strategically with a refocused mandate to better support the Region and local municipalities in creating communities that achieve multiple policy requirements across diverse sectors and significantly improve the health of Niagara residents and visitors alike.

RNBC committee members would like to move forward with the next phase of the strategic planning process by identifying specific long-term and short-term goals within the 3 identified priority areas, determining what changes to committee structure and membership are needed to best move these strategies forward, and drafting a budget for approval by Regional Council.

The Committee is seeking approval that Regional Council adopt the following three identified priority areas, as the focus for RNBC's work over the next four years:

1. *The RNBC will work towards the implementation of Council's approved Regional Bikeways Network to ensure dedicated space for cyclists, including the implementation of a bicycle signage plan.*
2. *The RNBC will assist Niagara municipalities and other stakeholders with the development and implementation of relevant planning documents, inclusive of land use and active transportation plans that support enhanced infrastructure (inter-connected, multi-modal pathways and trails - both on-road and off-road, facilities such as bike storage/parking at destinations and on buses, etc.) for walking and cycling.*
3. *The RNBC will maintain and expand its partnerships with other local, provincial and bi-national groups and communities to facilitate and promote cycling for transportation, recreation and tourism purposes through education, encouragement and outreach activities for cyclists of all ages and abilities.*

## F. RECOMMENDATIONS

That Regional Council provides guidance on the 2 critical issues that will further shape and guide the implementation of those strategic directions:

- i That organizational structure be considered to advance active transportation issues?
- ii That the creation of a full-time Sustainable Transportation Coordinator position to guide and facilitate Active Transportation Initiatives be considered during the 2008 Regional Budget deliberation?

*This report was prepared by an Ad Hoc Working Group of the RNBC with input from members of the Regional Niagara Bicycling Committee. Ad Hoc Working Group members were: David Hunt (Ontario Cycle Alliance and Member-at-Large), Frank Pravitz, (RNBC Member-at-Large), Virginia Hatch-Stewart (Past-RNBC Member) and Dianne Coppola (Manager, Chronic Disease & Injury Prevention Division-Public Health Department - Staff Resource).*



## G. LIST OF APPENDICES

- Appendix I – Summary Notes – RNBC Strategic Planning Sessions
- Appendix II – Terms of Reference for the Regional Niagara Bicycling Committee 2003-2006
- Appendix III – Niagara Region Bikeways Master Plan – Status of Recommendations
- Appendix IV –
  - a) City of Hamilton Report  
On-Street Cycling Program (May 30, 2007)
  - b) City of London  
Job Description: Transportation Demand Management Coordinator
  - c) The Regional Municipality of Waterloo  
Position Description: Transportation Demand Management Planner

# **APPENDIX I**

**REGIONAL NIAGARA BICYCLING  
COMMITTEE  
(RNBC)**

**STRATEGIC PLANNING SESSIONS**

## Regional Niagara Bicycling Committee (RNBC) Strategic Planning Sessions



### Thursday, November 16

#### Present:

- |                        |   |   |
|------------------------|---|---|
| Brian Baty             | - | Regional Councillor (Acting RNBC Chair)                             |
| Dave Hunt              | - | Public at Large<br>Cycle Ontario Alliance Member                    |
| Bob Romanuk            | - | Public at Large<br>Niagara Falls Trails & Bikeways Committee Member |
| Paul Pattison          | - | Public at Large   |
| Marian Landry          | - | Regional Niagara Public Health<br>(former staff support to RNBC)    |
| Virginia Hatch-Stewart | - | Niagara Free Wheelers<br>(former RNBC Committee Member)             |
| Dianne Coppola         | - | Regional Niagara Public Health                                      |
| Eric Flora             | - | Regional Niagara Public Works (Transportation)                      |
| Ken Forgeron           | - | Regional Niagara Planning and Development                           |
| Gwen Speranzini        | - | Regional Niagara Human Resources (Facilitator)                      |
| Marc Coppola           | - | Student Assistant to Facilitator                                    |

#### Regrets:

- |               |   |  |
|---------------|---|--|
| Ron Leavens   | - | Regional Councillor (RNBC Chair)                                     |
| Bruce Timms   | - | Regional Councillor<br>Chair, Greater Niagara Circle Route Committee |
| Peter Davies  | - | Niagara Free Wheelers Bicycling Touring Group                        |
| Frank Pravitz | - | Ministry of Transportation Ontario (MTO)                             |
| Tim Whittle   | - | Niagara Regional Police Service                                      |

### Saturday, November 18

#### Present:

- |                        |   |   |
|------------------------|---|---|
| Brian Baty             | - | Regional Councillor (Acting RNBC Chair)                             |
| Dave Hunt              | - | Public at Large<br>Cycle Ontario Alliance Member                    |
| Bob Romanuk            | - | Public at Large<br>Niagara Falls Trails & Bikeways Committee Member |
| Paul Pattison          | - | Public at Large   |
| Peter Davies           | - | Niagara Free Wheelers Bicycling Touring Group                       |
| Frank Pravitz          | - | Ministry of Transportation Ontario (MTO)                            |
| Virginia Hatch-Stewart | - | Niagara Free Wheelers<br>(former RNBC Committee Member)             |
| Dianne Coppola         | - | Regional Niagara Public Health                                      |
| Eric Flora             | - | Regional Niagara Public Works (Transportation)                      |
| Ken Forgeron           | - | Regional Niagara Planning and Development                           |
| Gwen Speranzini        | - | Regional Niagara Human Resources (Facilitator)                      |
| Marc Coppola           | - | Student Assistant to Facilitator                                    |

#### Regrets:

- |               |   |  |
|---------------|---|--|
| Ron Leavens   | - | Regional Councillor (RNBC Chair)                                     |
| Bruce Timms   | - | Regional Councillor<br>Chair, Greater Niagara Circle Route Committee |
| Marian Landry | - | Regional Niagara Public Health<br>(former staff support to RNBC)     |
| Tim Whittle   | - | Niagara Regional Police Service                                      |



**Pre-work distributed prior to session (See appendix A)**

**AGENDA**

**Thursday, November 16  
6:30 pm – 9:30 pm**

1. Celebration of success
2. Situational Context
3. Possibilities for the next 4 years

**Saturday, November 18  
8:30 am – 2:00 pm**

4. Goals and Objectives for the next 4 years
5. Next Steps

**Next Steps**

1. Document this work – Marc & Gwen (within 10 days)
  - Feed it back to participants for validation
2. Report to Standing Committee (Brian, Ken, Dianne, Virginia, Frank)
  - Where we have been
  - What we have done
  - Where we want to go
  - Impact
  - Policy Linkages
3. Develop an operational plan (RNBC)
4. Vet plan through others (partners) to get buy-in (RNBC)

**Worksheets – Situational Context:**

- Committee Successes – Accomplishments!
- Who are our Clients?
- Who Might We Partner With?
- What Might Assist Our Work?
- What Might Impede Our Work?
- Additional Goals/Objectives
- What do we want to stop doing?
- Measurements

## **Committee Successes – Accomplishments**

### **Public Relations & Communications**

- Public info sharing (still more to be done)
- Great educational brochures
- Tips for Trekking on Niagara Trails (brochure)
- Safety Brochures
  - Lighten Up Eh!
  - Trails Etiquette
- Changing attitudes profile & culture in support of cycling (internally & externally)
- Developed a comprehensive and informative website
- Bicycle Network of Public Roads & Trails: A Beginning
- Promotion: Bike to Work Week, Bike to Work Guide
- Cycle Tourism Promotion - Toronto Bike Show
- Bicycle Friendly Awards launch and revisions
- Further understanding of the needs of cyclists by politicians & staff
- Bicycle Suitability Maps: 1<sup>st</sup> & 2<sup>nd</sup> edition; Trip Tics; Bike Map Booklet; Trail Map
- Profile of Niagara: Bicycle Tourism

### **Partnerships**

- Recognition of enthusiastic cycling clubs: their contributions
- Some connection & involvement of local cycling clubs
- Assistance to local municipalities (money & policy advice)
- Partnerships with Niagara Freewheelers; Healthy Living Niagara (HLN)
- Completion of Greater Niagara Circle Route
- External Co-ordination: Niagara/Hamilton/Burlington Cycling Committee; Waterfront Trust; Cycle Ontario Alliance; Canadian Cycling Association
- Some connection with cycling businesses and wineries

### **Policy**

- Bicycle policy statements in Regional Policy Plan
- Included improve health as a reason for cycling in the Master Plan
- G.B.N.R.T.C interest - cross border discussions
- Road standard modifications for bicycling infrastructure
- Policy Plan Amendment PPA2-2005-Policy 9.A.6-Policy Plan Section 9.F
- Cycling on radar of Regional transportation planning
- Bikeway Master Plan for planned growth – 1995 and 2003 update
- Policy for Regional Road Cross Sections -incorporates bikeway facilities

### **Infrastructure**

- Positive influence on roadway studies (e.g. environmental assessments)
- Two Bridge Authorities: Bike facility design incorporated into Queenston/Lewiston and Peace Bridge Designs
- Infrastructure implementation - paved shoulders
- Slow but gradual addition of bike lanes to Regional Roads
- Regional funding for bicycle lanes on local roads on Regional Network.

### **RNBC Committee**

- Participation in Ontario Trails & Bicycling Conferences/Workshops
- We have a plan and we are implementing it
- Supportive staff
- Regional staff & political support
- Active and ongoing RNBC (1995 to present)
- Leveraging money from many sources for bicycling initiatives (e.g. SuperBuild)
- Friendships, volunteerism

## WORKSHEETS

The number in brackets after an item indicates the number of people who thought the item was very important.

<b>Who Are Our Clients?</b>
-----------------------------

A Diverse Community (men, women, children, seniors, social class) (6)

- Cycling Tourists (4)
- Potential Cyclists (3)
- Recreational Cyclists (2)
- Utilitarian Cyclists (2)
- Tourism (1)
- Children
- Citizens of Niagara

Regional Council (6)

- Regional Departments: (1)
  - ☐ Public Works
  - ☐ Public Health
  - ☐ Planning
  - ☐ Police Services
  - ☐ Niagara EMS
- Local Councils (1)
- Recreation Departments (1)

Others

- 'Map' Creators Web Development
- Education Places
- Business Community
- Anyone thinking of relocating to Niagara – quality of life issue

<b>Who Might We Partner With?</b>
-----------------------------------

- Multi-Mode-Transportation - e.g. transit committees, pedestrians (5)
- Ministry of Health Promotion (5)
- Public Health TREKZONE Challenge (2)
- Health Organizations (Government & Private), Healthy Living Niagara, Heart Niagara (1)
- Local Municipalities (5)
- Municipal Parks & Recreation (3)
- Waterfront Trust (3)
- Cycling Clubs (1)



- Greater Niagara Circle Route Committee (1)
- Cycling Committees (Locally & Externally)
- Charitable Organizations (e.g. Cycle the Circle-Habitat For Humanity Niagara)
- Ontario Trails Council
- Federal & Provincial Governments/New York State M.P.O. (GBNRTC)
- Niagara Peninsula Conservation Authority
- Schools: Elementary, High, Private/Public, University, College
- Bike Shops
- Tourism Industry: Wineries, Hotels, Motels, Restaurants
- Regional Chairman's Leadership Roundtable Organization
- Cycle Ontario Alliance & Ontario Cycling Association
- Smarter Niagara Sub-Committee
- Big 10 Employers (e.g. Brock, Niagara Seaway...)

<b>What Might Assist Our Work?</b>
------------------------------------

- Emerging support from the health community promoting active transportation as part of a healthy lifestyle (10)
  - TREKZONE Challenge/Broader TREKZONE Strategy: (4)
    - Physical Activity
    - Community Design through land use planning
  - Provincial Health Promotions Ministry
  - Central West WalkON initiative
- Supportive land use policies.

Cycling supports:

  - Provincial Places to Grow Growth Plan
  - Greenbelt Legislation
  - Urban Design Guidelines
  - Intensification (Smart Growth)
  - Provincial Policy Statement
  - Proposed Niagara Growth Management Strategy Plan (7)
  - Niagara Transportation Strategy Bicycle Master Plan (1)
  - A discrete component of 'Regional Council's Business Plan'
  - Regulation: e.g. E-Bikes, Urban Transit, bike racks on busses
- The need to decrease gas emissions to save the environment and the eco-cycle (1)
  - Support for environment – Kyoto sustainability
  - Kyoto-like action plans
  - Rising gas prices
- Promotion of cycle tourism – economic retail sales increasing (2)
  - There is a disconnect between tourism and utilitarian cycling

- Promote our accomplishments to others
- Increased awareness of active transportation - 3 municipalities
- Ontario Transit Council to meet in Welland
- Grant opportunities-Federal/Provincial
- Supportive research on benefits (social economic & environmental) of bicycle transportation/tourism
- Linking to the big picture: quality of life
- Emphasis on sustainability
- Creating "complete streets" through better urban design

*"A complete street policy calls for creating safe and convenient streets for pedestrians, cyclists and motorists, which requires accommodation for each user as a routine part of road design; sets specific expectations; sets a clear procedure for expectations that requires high-level approval; and directs agencies to use the best available design standards and guidelines."*

<b>What Might Impede Our Work?</b>
------------------------------------

- Regional and Local budget: (8)
  - Current (staffing)
  - Capital (infrastructure improvements)
  - Competing Council standing committee recommendations
- Inadequate understanding by politicians, decision makers, and the general public of the need for substantial transportation (7)
- Failing to make the link amongst: (5)
  - Healthy lifestyles
  - Community design (E.g. Land use planning)
  - Transportation planning
  - Economic development
  - Environmental quality
- Lack of provincial implementation of: (2)
  - Bicycle Policy (MTO)
  - Trails Development Strategies (MHP)
- Focused on other priorities: (2)
  - Mid Peninsula Corridor
  - Healthcare-New Hospital/Cancer Care Center (available funding & perceived importance)
- Reluctance to fairly redistribute taxes. e.g. Federal/ Provincial/Regional/ Municipal (1)
- Need to hold tax increases below inflation (1)
- Public attitudes: "ignorant people" - Close-mindedness (1)
- Suburban growth-higher car volumes, congestion, longer trips lengths (1)
- Niagara demographics – aging population

- NIMBY (Not In My Back Yard) attitude regarding Off Road Trails
- Local municipal council decisions (beyond our control)
- Local Transit Authority decisions (e.g. bike racks on busses)
- How might politicians facilitate sustainable transportation
- Four year term of municipal council-change of governments & priorities (note: could also assist our work depending on the level of support for cycling issues)

<b>Additional Goals/Objectives</b>
------------------------------------

- To collaborate with municipal governments to include bike facilities in new developments
- To liaise with local municipalities to encourage and facilitate cycling
- To install bike signage on Ontario Bicycle Network
- To ensure proper/safe crossings when QEW is expanded through St. Catharines
- To recruit new RNBC members
- To have the RNBC recognized as a leader amongst Municipal Cycling Committees
- To develop an interactive website that supports all RNBC strategies
- To promote Active and Safe Routes to School by cycling to school
- To enhance the promotion & encouragement of cycling
- To provide an RNBC report to interest groups such as: local bicycle clubs, Brock/Niagara College, School Boards & cycling retailers
- To provide an RNBC Annual report to government/both levels of achievements: highlight objectives for the upcoming year
- To position work of RNBC in broader policy context (e.g. Active/Sustainable Transportation)
- To encourage novice riders through group rides
- To develop "Themed" or "Looped" rides for tourists visiting Niagara
- To increase connectivity of trails to destination of choice
- To increase interest and participation in the Bicycle Friendly Awards program of RNBC
- To engage more workplaces to participate in the Bike to Work Week challenge
- To implement more cycling infrastructure improvements (e.g. paved shoulders, bike parking, signage)
- To support/promote/deliver cycling education opportunities
- To educate cyclists about safer cycling on road and off road
- To educate the public about the right of cyclists to cycle on the road



- To focus on problematic policies related to municipal official plans, lack of designated bicycle transportation staff: budget, lack of municipal involvement, lack of inclusive audits
- To encourage potential cyclists to ride for short trips (vs. taking the car)
- To convince Regional Council to continue to fund bikeway facility development
- To continually review cycling conditions throughout the Region
- To assist the province (MTO) in design considerations at provincial roadway crossings (Future Projects)
- To develop Bicycle Map #3 with corporate financial support
- To work more closely with local municipalities on bicycle network development
- To Develop Bike Route Loops for recreational riders
- To continue to build & complete the Regional Bicycling Network over time
- To address complex cyclists characteristics such as distance, terrain, weather, fear, and daylight hours
- To focus on physical environment issues such as the lack of route connectivity, lack of on road bicycle lanes, lack of maintenance, and lack of amenities
- To address mix of transportation modes; that is motorized with non-motorized
- To address untapped markets of potential users such as women
- To develop a Niagara Frontier (Niagara/Buffalo) Cycling Map
- To advocate for adequate funding for cycling initiatives
- To pursue new partnerships and synergies in support of cycling
- To focus attention on socially constructed worlds not just "Moving People"
- To lobby senior governments and/or develop partnerships to fund more transportation infrastructure including highway crossings
- To encourage active living by cycling to work, school, and other destinations instead of using a motorized vehicle
- To host a province-wide Bicycle Conference, for municipal cycling advisory committees
- To provide incentives to encourage more people to ride to work, school, and other destinations
- To pressure bus and train carriers to include bicycle transportation on vehicles (e.g. bike racks)
- To influence Provincial governments to implement social marketing campaigns that promote cycling
- To enact supportive cycling activities that result in a 50% increase in cycling in the next four years
- To improve signage along the Greater Niagara Circle Route directing cyclists to destinations along the trail

- To convince Niagara College to hold referendum for bus passes in tuition fees- bike racks on busses
- To affirm bicycling parking should be a routine part of governments planning, design, construction, and operating activities, and will be included in the everyday operations of our transportation system
- To motivate the Province to update its Bicycle Policy & Bikeway Planning & Design Guidelines
- To reward (e.g. provide incentives) people who cycle to destinations rather than use a motorized vehicle
- To strengthen linkages with other modes of transportation that are represented by (or related to) committees such as pedestrian, transit, Smart Growth, Health Living Niagara (HLN), etc.
- To assist in the development of Local Official Plan Policies and Zoning Provisions that support and incorporate bicycling into the way we design communities

<b>What Do We Want to Stop Doing?</b>
---------------------------------------

- Don't have meetings over X hours in length
- Not organizing bike rides
- No personal cycling issues on RNBC agenda
- No bike licensing discussions
- Lose attitude (if any) towards staff (other than those on RNBC)
- Stop working in silos
- Stop discussing minutiae at meetings
- Don't investigate bike safety equipment regulations (e.g. headlight standards)
- Don't work in a vacuum
- Stop one time events (question effectiveness of events)
- Don't do agendas that include all items as equal value (e.g. order the agenda to deal with big picture issues first; refer detailed items to task forces and outsource items to partners wherever possible)
- Investigate how RNBC meeting agendas & processes can be less focused on cycling issues
- Not development of regional destination signage
- Be more selective of events we participate in with our own displays

<b>Measurements</b>
---------------------

Possible measures of bicycle usage in the Region:

- ☐ # of hits on the website
- ☐ # of bikes sold
- ☐ increase in club memberships
- ☐ public opinion survey
- ☐ number of kilometres of bicycle lanes and trails built per year
- ☐ reduction in bicycle collisions and fatalities each year



**APPENDIX A**  
**Regional Niagara Bicycling Committee**  
**Strategic Planning Session 2006**  
**Pre-work**

Please take a few minutes to answer the following questions in preparation for the strategic planning session. Bring this sheet with you to the session (or if you are unable to attend please send it to Dianne Coppola (dianne.coppola@regional.niagara.on.ca or by fax 905-688-7024) so it can be included with the comments from others.

1. **What key things have been accomplished since this Committee was started in 1995?**
  
  
  
  
  
  
  
  
  
  
2. **What 3 things do you think this committee should be doing for the next 4 years?**
  
  
  
  
  
  
  
  
  
  
3. **What things do you think this committee should not be doing during the next 4 years?**
  
  
  
  
  
  
  
  
  
  
4. **What else is going on within Niagara or provincially/federally that might assist with or shape our work over the next 4 years?**
  
  
  
  
  
  
  
  
  
  
5. **What else is going on within Niagara or provincially/federally that might impede our work over the next 4 years?**

# **APPENDIX II**

## **TERMS OF REFERENCE**

**FOR THE  
REGIONAL NIAGARA  
BICYCLING COMMITTEE  
(RNBC)  
2003-2006**

Approved by Public Works & Utilities Committee  
May 31, 2005

And Ratified by Regional Council  
June 9, 2005



**Terms of Reference  
for the  
Regional Niagara  
Bicycling Committee  
2003 - 2006**

Approved by Public Works & Utilities Committee  
May 31, 2005

and Ratified by Regional Council  
June 9, 2005



## Overview

In August 2003, the Region completed a final report on the *Regional Niagara Bikeways Master Plan*, as part of the Niagara Region Transportation Strategy. This plan was substantially approved by Regional Council on January 20, 2005. The *Bikeways Master Plan* updates and builds upon the work of the former Regional Niagara Bicycling Study, approved by Regional Council on February 16, 1995. The 2003 plan provides a 20-year strategy, identifying network priorities and sets out the implementation tools necessary to develop a Region-wide on and off-road bikeways network. As the Plan is implemented, the Regional bikeways network will foster an increase in local bicycle commuting and recreational cycling, while enhancing Niagara Region's role as one of the premier tourist destinations in North America.

From the 1995 study, Regional Council agreed to establish a bicycling advisory committee, as a sub-committee of Public Works and Utilities Committee, to direct the implementation of the study. It was viewed that the Committee could play a useful, active role in providing input on a wide range of topics and issues related to bicycling. The 2003 study identified that the Regional Niagara Bicycling Committee (RNBC) has been an invaluable resource in developing new and innovative policies and programs to encourage cycling and improve safety, and have contributed to the development of the 2003 *Regional Niagara Bikeways Master Plan*. The RNBC should be a partner in implementing the Plan and should continue to have a valuable role in representing the interests of all cyclists in the Region. The experience and knowledge of the members of this Committee are an asset that should be consulted for advice during the implementation of the Plan.

To provide a structure and focus for the Committee, a Terms of Reference was prepared for Regional Council approval. The original Terms of Reference for the Committee were approved by Regional Council on June 15, 1995, with subsequent approval on updated terms of reference in February 3, 2000.

The following sections set out the details of the Terms of Reference for the Regional Niagara Bicycling Committee. They are based upon the previously approved Terms of Reference and the recommendations of the August 2003 *Regional Niagara Bikeways Master Plan*. Information is provided in Section 3.0 on the RNBC's mandate (i.e., long-term goals and short-term objectives), the composition of its membership, the recruitment/selection process, the term of office of the RNBC, meeting format, method of reporting, use of special task forces, the lead department and, finally, staff support and funding to the RNBC.

It is intended that these Terms of Reference be reviewed and refined every 3 years (the term of Regional Council and the RNBC) to ensure that they remain current and meaningful.

## **Table of Contents**

### **Overview**

#### **1.0 BACKGROUND**

#### **2.0 RATIONALE**

#### **3.0 REGIONAL NIAGARA BICYCLING COMMITTEE**

##### **3.1 Type**

##### **3.2 Name**

##### **3.3 Mandate**

###### **3.3.1 Long-Term Goals**

###### **3.3.2 Short-Term Objectives**

##### **3.4 Membership**

###### **3.4.1 Voting Member Positions**

###### **3.4.2 Non Voting Member Positions**

##### **3.5 Recruitment Process**

##### **3.6 Term**

##### **3.7 Meetings**

###### **3.7.1 Schedule**

###### **3.7.2 Quorum and Voting**

###### **3.7.3 Record of Proceedings**

###### **3.7.4 Chair**

##### **3.8 Reporting Mechanisms**

##### **3.9 Task Forces**

##### **3.10 Lead Department**

##### **3.11 Staff Resources**

##### **3.12 Support Services to the RNBC**

##### **3.13 Funding**

##### **3.14 Conflict of Interest**

## 1.0 Background

On January 20, 2005 Regional Council approved (subject to further discussion with local municipalities on the bicycle network) the *Regional Niagara Bikeways Master Plan* prepared by Marshall Macklin Monahan, consultants for Niagara Region.

The *Bikeways Master Plan* was part of the Region's efforts to develop a comprehensive Regional Niagara Transportation Strategy. The rationale for the *Bikeways Master Plan* was to develop a longer-term plan to guide the implementation of a system of bikeways in the Region of Niagara over the next 20 years (2002-2022). The study builds upon and updates the work done in the 1995 Bicycle Master Plan and is seen as a unique opportunity to promote a healthy lifestyle, tourism and economic opportunities throughout the Niagara region.

Ten principle objectives were developed for the Plan:

1. Develop an understanding of the current and future demand for cycling in the Niagara region.
2. Provide a comprehensive review of the cycling network, including levels of safety of all users.
3. Develop an appropriate network to meet the full range of existing and future cycling needs in the Niagara region.
4. Review jurisdiction roles with respect to funding mechanisms.
5. Develop appropriate standards, facilities, programs and implementation methods/approaches.
6. Review the implementation status of the existing Regional bikeways system and estimate the financial costs associated with improving the system.
7. Define the implementation priorities.
8. Integrate long term roads and trails systems planning.
9. Improve co-ordination of work among local agencies, as it relates to on and off-road cycling facilities.
10. Deliver a Master Plan and Implementation Strategy that: clarifies the roles of Regional staff, the RNBC, local municipalities, the Niagara Parks Commission and other partners; provides a bikeways network development plan and implementation priorities; provides recommended planning and design guidelines for developing the network; and estimates the costs for implementing the Plan over the next twenty years.

The final plan involved a substantial amount of municipal and public input.

## 2.0 Rationale

The 1995 Regional Bicycling Study concluded that in order to be successful in encouraging bicycling, three things are needed:

- staff committed to bicycling initiatives;
- political support for bicycling initiatives; and
- an active bicycling Committee.

These aspects are still relevant today.

The 2003 *Regional Niagara Bikeways Master Plan* concluded that the Region has made great strides in each of these areas. With respect to the RNBC, the 2003 study acknowledged the useful experience and expertise of the Committee and identified that the RNBC should help implement the Plan and help represent the interests of all cyclists in the Region.

Section 9.3 of the Plan sets out a proposed list of amended general bicycling policies, one of which reconfirms the provision of a forum for public and agency input into Regional cycling decisions through the Regional Niagara Bicycling Committee. Some of the broad policy areas that this Committee would play a role in include:

- providing input on cycling issues, projects, policies and programs on an ongoing basis;
- examining opportunities for cycling routes along abandoned railway right-of-ways, utility corridors, waterways and other linear corridors;
- monitoring the implementation of the Regional Niagara Bicycling Network and support programs;
- participating as volunteers in bicycling initiatives and programs; and
- providing as part of an annual report, the RNBC's list of recommended on and off-road bikeway network implementation priorities for the subsequent year, based on the Regional Niagara Bikeways Master Plan or other route opportunities as they arise.

Given the wide variety of possible topics and issues related to bicycling, it will be important to set out clear and achievable long-term goals, and a series of short-term objectives moving toward these goals. Bicycling must be considered amongst the many priorities facing the Niagara Region. Moreover, co-ordination between Regional and local bicycling initiatives should be sought. Finally, it is important to remember that financial and staff resources at the Niagara Region are limited. Any budget expenditures to undertake bicycling initiatives must be justified on a project-specific basis and approved by the Public Works and Utilities Committee.

A substantial amount of volunteer assistance and initiatives from others (e.g., bicycling clubs and public-at-large individuals) will be important in implementing visible and successful projects.

The following Terms of Reference are intended to provide a structure and focus for the RNBC. The Terms of Reference should be reviewed and refined every three years (the term suggested for the RNBC) to ensure that they remain current and meaningful.

### **3.0 Regional Niagara Bicycling Committee**

#### **3.1 Type**

A sub-committee of the Niagara Region Public Works and Utilities Committee.

#### **3.2 Name**

The name of the Committee is the Regional Niagara Bicycling Committee (RNBC).



### 3.3 Mandate

#### 3.3.1 Long-term Goals

- (a) To advise the Public Works and Utilities Committee on:
- bicycling issues as they affect the Regional Niagara Policy Plan and Regional Roads Capital Works program;
  - Maintenance of the Niagara Region Bicycle Network, signage, and integration with other local or agency bicycling systems in Niagara;
  - the integration of bicycling facilities into significant development proposals as they arise like the Greater Niagara Circle Route, the Waterfront Trail, and the TransCanada Trail; and
  - the promotion of safe bicycling.
- (b) To promote bicycle tourism in Niagara that builds on the beauty of the Niagara region, its fruitlands, wineries and other natural and man-made attractions.
- (c) To raise the profile of bicycle tourism in Niagara as it contributes to the economic health of the region.
- (d) To co-ordinate the Niagara Region's efforts on bicycle promotion and facilitation with those of local municipalities and agencies.
- (e) To examine opportunities for bicycling along major off-road linear corridors.
- (f) To regularly monitor and review progress on the implementation of the *Regional Niagara Bikeways Master Plan* including the identification of route deficiencies for utilitarian and recreational cycling.
- (g) To recommend the provision of on-road bicycle lanes and/or off-road bicycle paths connecting residential, recreational, industrial and commercial areas as well as existing recreational trails.
- (h) To encourage and facilitate, Region-wide bicycling programs, events and tours.
- (i) To act as a central registry in Niagara for information on local bicycling clubs, events and bicycle planning initiatives.
- (j) To encourage cycling amongst residents of Niagara:
- as a health promoting activity with all the benefits that accrue with physical activity;
  - as an environmentally sustainable, quieter form of transportation that helps to reduce reliance on private automobile use;
  - as a method of reducing society's fossil fuel consumption and its inherent pollution of our environment;

- as a financial tool in assisting municipalities to reduce their budgets for traditional municipal transportation services that require extensive ongoing and expensive infrastructure improvements;
- (k) To make recommendations regarding financial and policy programs that help increase utilitarian cycling participation as an alternative to the private automobile;
- (l) To encourage and support the enforcement of existing legislation that addresses bicycling issues; and
- (m) To provide input and advice on cycling matters for any project or activity, public or private that may have implications on the *Regional Niagara Bikeways Master Plan* and cycling in Niagara.

### **3.3.2 Short-Term Objectives**

- (a) To participate with and assist local municipalities, the Province, other agencies or the private sector in the development of local bicycle studies and facilities that integrate well with the approved Regional network.
- (b) To recommend to the Public Works and Utilities Committee a list of recommended on and off-road bikeway network implementation priorities for the subsequent year, based on the *Regional Niagara Bikeways Master Plan* or other route opportunities as they arise. This would include initiatives such as priority Regional Roads projects that can be signed and marked for both recreational and utilitarian bicycling.
- (c) To provide input into the design of appropriate bicycling route sign or signs that can be used in identifying routes along the Regional Bicycle Network for utilitarian, touring or recreational purposes, based on recognized and acceptable standards.
- (d) To assist in the preparation and updating of a detailed bicycling map suitable for broad public distribution.
- (e) To provide input and advice, on issues related to bicycling regarding proposed Regional Roads projects and initiatives, as well as municipal, provincial, private or other agency undertakings that may have a bicycling component or implications.
- (f) To provide advice on scheduling for the maintenance and cleaning of roads identified on the Regional Bicycling network.
- (g) To encourage and help facilitate where possible one Region-wide bicycling event annually.
- (h) To provide advice to both the Regional Planning Services Committee and the Public Works and Utilities Committee, as well as municipal and other agencies, on long-range planning policies, zoning provisions or development matters that may have a bicycling component.

- (i) To encourage and support programs for bicycling education through school programs, CAA promotional literature and other means.
- (j) To meet on an annual or semi-annual basis with other local and/or Regional bicycling advisory committees to share information and provide advice on current bicycling issues.

### **3.4 Membership**

It is proposed that the RNBC membership be comprised from elected representatives, special interest groups, the public-at-large, local municipal appointees, the Ministry of Transportation of Ontario (MTO), Regional staff and others. Voting members and non-voting support members can be drawn from areas identified below, with the final numbers making up the RNBC determined after a response is received from invitations and selections.

#### **3.4.1 Voting Members**

##### **(a) Regional Councillors**

The RNBC shall consist of at least three Regional Councillors, with voting privileges (with one appointed as Chair) preferably representing the following Committees of Council.

- Public Works and Utilities (1)
- Planning Services (1)
- Public Health Services (1)

##### **(b) Interest Group Representation**

Representatives from the Niagara bicycling community, as well as other special interest bodies, should be requested to participate. It is recommended that the following organizations appoint one voting representative, except where otherwise indicated, as well as an alternate.

- Niagara Freewheelers Bicycle Touring Club (1)
- Other local Cycling Club/Group, e.g. St. Catharines Cycling Club (1)
- Brock University/Niagara College (1)
- School Boards (2)
- Cycling retailer or tour operator (1)
- Cycling advocacy group representative from the Ontario Cycling Association or Velo Ontario Cycling Alliance (Cycle Ontario) (1)

##### **(c) Public-at-Large**

There may be members of the public-at-large that have no affiliation to local clubs, but have a genuine interest in promoting and advocating bicycling.

Two groups of Public-at-Large voting members should be obtained for the RNBC. Twelve should be established to geographically represent the interests of residents from each of the twelve local municipalities in the Region. Each Mayor and/or Local Municipal Council should nominate their representative (12).

Four should also be appointed by the RNBC who have no formal affiliation to local clubs or organizations, but have a genuine interest in promoting and advocating cycling (4).

### **3.4.2 Non Voting Member Positions**

Non voting members would include Regional Staff as resource support, agencies and other government positions that can offer expertise and assistance as follows. An alternate should be identified should the main representative be unable to attend meetings.

#### **(a) Niagara Region Staff**

Representatives from each of the following departments are required as resource staff, but without voting privileges.

- Public Works
  - Transportation Services Division (1)
- Planning and Development (1)
- Police Service (1)
- Public Health (1)

#### **(b) Other Agencies and Governments**

The Niagara Parks Commission is a long standing agency in Niagara that offers bicycle facilities. The Ministry of Transportation of Ontario since moving to St. Catharines, has provided a resource staff member to the RNBC. This Ministry also manages the Province's Bicycle Policy. The Niagara Economic and Tourism Corporation incorporates cycling as part of the Region's tourism promotion. These areas should provide one non-voting member each to the RNBC.

- Niagara Parks Commission (1)
- Ministry of Transportation of Ontario (1)
- Niagara Economic and Tourism Corporation (1)

#### **(c) Municipal**

Not all projects or topics may be of interest to each and every local municipality. When issues arise that specifically affect one or more municipalities, it is recommended that municipal representatives (i.e., local Planning, Public Works and/or Parks & Recreation staff) be invited to attend an RNBC meeting as required.



For information purposes, all RNBC meeting notes shall be distributed to the Clerk and/or a designated contact person in each local municipality for distribution to the departments identified above.

Where there are local Bicycle Advisory Committees in place, a representative of the local Committee will be requested to sit as a non-voting member on the RNBC. At present, this includes the City of Niagara Falls Trails and Bikeway Committee, the Port Colborne Trails and Bikeways Committee, and the Town of Lincoln Trails and Bikeways Committee.

#### (d) Others

The Ontario Cycling Association, which is based in Toronto, has expressed an interest in the Niagara Region initiatives to meet the needs of bicyclists. While the Association would be a valuable source of information on bicycling matters, their formal and regular participation on the RNBC is unlikely. They have requested copies of all meeting notes when they are available.

Other local groups that are interested in receiving meeting notes will be sent copies upon request.

The following interest groups have been identified as having an interest in cycling-related issues in the Niagara area and elsewhere. It is recommended that representatives from these areas be contacted to attend meetings for issue specific items, as non-voting guests.

- Canadian Automobile Association
- Public Transit Authority
- Ontario Trucking Association
- Insurance Association

### **3.5 Recruitment Process**

The lead department (i.e. Public Works) solicits appointments from participating Regional departments and the MTO. Also, nominations for selections shall be requested from identified special interest groups and the public-at-large who shall provide profile information on areas of expertise, bicycling experience and special project interests.

Members will be evaluated and appointed on the basis of experience, how their knowledge and skills complement the expertise of the RNBC, diversity of ages and gender, and their availability to attend RNBC meetings and serve on task forces. The selection committee will be made up of Regional Councillors, with assistance of Regional staff who will provide input if requested.

### **3.6 Term**

The RNBC shall be appointed by Regional Council, beginning in January, for a three-year term, concurrent with Regional Council's elected term of office.

### **3.7 Meetings**

#### **3.7.1 Schedule**

Meetings shall be held once per month, generally on the second Thursday of each month. RNBC meetings will be open to the general public. Task forces will meet as needed to review specific issues, referred to them by the Committee, and may include local municipal representatives.

#### **3.7.2 Quorum and Voting**

Achieving consensus should be the goal of the RNBC. If no consensus can be achieved, a vote may be required.

A quorum for RNBC meetings shall be determined by the Chair at the beginning of each meeting. Approval on any motion shall require 50% plus one of the voting members in attendance at the meeting.

#### **3.7.3 Record of Proceedings**

A secretary shall be appointed by the Committee from Public Works staff. The secretary shall record notes of RNBC meetings and circulate them to the membership with copies made available to others upon request. Resolutions and motions on particular issues shall be highlighted and recorded in the meeting notes for timely action and follow-up by appropriate individuals and staff. Meeting notes of all RNBC meetings shall be included on Public Works and Utilities Committee meeting agendas with specific notations against recommendations to be noted as “receive for information”, “refer to staff” or “approve”.

#### **3.7.4 Chair**

A Chair and Vice-Chair of the RNBC shall be chosen from amongst the elected Council representatives on the RNBC at the first meeting of each three-year term. In the absence of the elected Chair at a meeting, another voting member will be requested to take the Chair for that meeting.

### **3.8 Reporting Mechanism**

Regional staff, with input from the RNBC Task Force Chairs, should prepare an annual progress report to summarize the work of the RNBC and set out the Committee’s objectives for the following year, pursuant to the annual report mention in Section 3.3.2 Short Term Objectives (b). This report should also include a budget estimate request for Committee led activities and special projects or studies. This annual RNBC report should be submitted to the Public Works and Utilities Committee.

In addition, the RNBC may choose to prepare separate reports on particular issues throughout the year for consideration by the Public Works and Utilities Committee on any matter affecting

cycling in the Niagara Region or implementation of the *Regional Niagara Bikeways Master Plan*.

### **3.9 Task Forces**

Task forces of the RNBC may be established to deal with specific issues or projects. These task forces may include:

- Network Task Force;
- Education and Enforcement;
- Encouragement and Promotion; and
- Policy Planning.

Local municipal participation should be sought on task forces depending on the nature of specific projects. It is expected that other members of the public or the bicycling community may wish to serve as a resource pool to assist the RNBC on specific projects undertaken by a task force. Task forces generally shall be chaired by a member of the RNBC and shall report back formally to the RNBC with recommendations on assigned projects. All members of the RNBC will, from time to time, be expected to serve on task forces reviewing particular applications or issues.

### **3.10 Lead Department**

The lead department is the Niagara Region Public Works Department.

### **3.11 Staff Resources**

Staff from Public Works, Planning, Public Health, Police Service and the Niagara Economic and Tourism Corporation are available to assist on the RNBC. However, it is recognized that staff time and the level of participation will be dependent on other departmental priorities as determined by Regional Council.

### **3.12 Support Services to the RNBC**

Support services for the RNBC shall be provided on a shared basis by the participating Regional departments. This shall include organization of meetings, meeting rooms, agenda and provision of background information.

### **3.13 Funding**

Niagara Region Public Works is to identify appropriate support funding in its annual Capital/Current budgets to fund activities of the RNBC. Additional funding may be assigned, depending on the nature of the studies or events proposed by the RNBC for a particular year. The management of the annual RNBC budget shall be the responsibility of the Public Works Department Transportation Services Division and any allocation is subject to Regional Council approval.

### **3.14 Conflict of Interest**

Voting members of the RNBC will be expected to declare any pecuniary conflict of interest at the start of each meeting, and if any such conflicts, either actual or perceived are declared, will not take part in the discussion or voting related to the items identified.

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# APPENDIX III

## GUIDELINES/RECOMMENDATIONS

From Regional Niagara  
***Bikeways Master Plan Study*** – Chapter 9.0

**GUIDELINES/RECOMMENDATIONS/POLICIES**  
**(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)**

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
1	PW should review its winter snow removal and maintenance program, particularly for roads where cycling is known to occur, in order to ensure paved and gravel shoulders are also adequately cleared during winter months.	Implemented			
2	The RNBC should continue to promote cycling in Niagara Region by having a booth at the Toronto Bike Show and that a bicycle tourism survey is conducted every two years.	Implemented In-part		<ul style="list-style-type: none"> <li>The RNBC members have been manning a booth at the Toronto Bike Show for the last 10 years.</li> </ul>	
3	The Region should work with local municipalities and the NEDC to promote cycling and bicycle tourism in Niagara.	Implemented		<ul style="list-style-type: none"> <li>Regional Niagara have produced first and second editions of the Niagara Regional Bicycling Map.</li> </ul>	
4	The Region should complete a new statistically valid public attitude survey at least every five years to collect information on cycling in the Region, and the results should be compared with data from previous surveys to identify trends and assist in making informed decisions on Regional bicycle policy updates.		Need to Budget for 2008-09		
5	The Region and its partners, in their efforts to promote cycling in the Region, should use these surveys as a tool to assess the impact of their investments.		See # 4		
6	Existing programs for risk management and mitigation at the Regional and local levels should be expanded or adapted to address cycling in the Niagara Region.		Will be updating policy in the near future	<ul style="list-style-type: none"> <li>The Region has hired legal personnel who will be updating the risk management policy to include among other things, cycling in Niagara.</li> </ul>	Marjorie Rossetto
7	The Region and its partners should adopt in principle the proposed on-road and off-road bikeways network plan illustrated in Figure 5-8 and the corresponding plan of facility types proposed in Figure 5-9.	Council Adopted in 2005		<ul style="list-style-type: none"> <li>Local municipalities are including cycling policies and maps in their Official Plans.</li> </ul>	
8	The proposed Regional Niagara Bikeways Network Plan should be included in the Regional Niagara Policy Plan, and it should guide the development of bikeways in Niagara Region.			<ul style="list-style-type: none"> <li>Needs an amendment (current By-law 149 section 116?).</li> </ul>	Ken Forgeron
9	The bikeways network plan should be reviewed and updated at least every five years, and between formal review periods, individual network route-changes, additions or deletions should be considered when opportunities arise.		Noted		

**GUIDELINES/RECOMMENDATIONS/POLICIES**  
**(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)**

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
10	Decisions regarding implementation of the proposed Bikeways Network should not be based on a minimum threshold of existing cycling demand, but rather on achieving goals related to improving the quality of life of Niagara Region residents and visitors.	Implemented			
11	The Region retro-fitting Tables 6.10 of Niagara should adopt the guidelines recommended in 6.11 of the Planning and Regional Niagara Bikeways Master Plan Design Guidelines in Section 6.6 of the RNBC.	Implemented			
12	The Region, the RNBC and other partners will need to accept some flexibility in their interpretation and application of the recommended bikeway facility design guidelines in order to achieve a connected network. However, any decision to implement a bikeway solution that assumes a route or facility type that may not exactly meet the minimum recommended guidelines must still be supported by good engineering judgement.		Noted		
13	The Region should continue discussions with the City of Thorold and the St. Lawrence Seaway Management Corporation to extend the hours of operation of the Port Robinson Ferry Service.	Some discussion to-date	Noted		
14	The Region and its partners should provide end-of-trip facilities for employees and visitors at all public buildings where feasible, and the private sector should be encouraged to do the same.	Implemented in-part	More work expected	<ul style="list-style-type: none"> <li>Additional bicycle storage and shelter have been installed at Regional HQ.</li> <li>City of Niagara Falls and the MTO have dedicated indoor parking facilities.</li> </ul>	
15	The Region should develop, in association with the RNBC; NEDC; NPC; local municipalities; and other partners, a formal logo for the Regional Bikeways Network.		Noted	<ul style="list-style-type: none"> <li>Could be developed as part of a preferred 'Regional Bicycle Signage Program'.</li> </ul>	
16	The Region should develop and implement a formal on-road and off-road Bikeways Network signing plan to complement the proposed Regional Niagara Bikeways Network.		Noted	<ul style="list-style-type: none"> <li>Could be developed as part of a preferred 'Regional Bicycle Signage Program'.</li> </ul>	
17	The Region in consultation with the RNBC should develop a Way-Finding Signing Strategy for the bikeway network. This strategy should include directional arrows and distances in kilometres to major attractions and settlement areas.		Noted	<ul style="list-style-type: none"> <li>Could be developed as part of a preferred 'Regional Bicycle Signage Program'.</li> </ul>	
18	The Region should formally request that the TAC and/or the MTO investigate and provide a guideline addressing the type and use of shared lane bikeway pavement markings in standard vehicle travel lanes.		Noted		

**GUIDELINES/RECOMMENDATIONS/POLICIES**  
**(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)**

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
19	Lane lines for bikeway facilities in the Niagara Region should conform to the requirements of the Ontario Traffic Manual or the TAC Bikeway Traffic Control Guidelines for Canada.		Noted		
20	The maintenance of on-road bikeway facilities should be based on Regional Road Service Standards.	Implemented			
21	In the winter months, on-road and off-road bikeways that serve as part of the "spine" of the bikeways network should receive priority for snow clearing and removal.	Implemented for on-road only	Off-road	<ul style="list-style-type: none"> <li>A local municipal responsibility and NPC.</li> </ul>	
22	In the spring, summer and fall months a program of litter, debris and leaf removal for paved shoulder bikeways and bike lanes should be considered.	Implemented for on-road only	Off-road	<ul style="list-style-type: none"> <li>Adopt-a-Road Program.</li> </ul>	
23	The guidelines set out in this report should be assumed as the basis for a maintenance regime for off-road trail maintenance in the Niagara Region.	As noted		<ul style="list-style-type: none"> <li>New trails reference these guidelines - local municipalities look after their own off-road trails.</li> </ul>	George Nicholson Greater Niagara Circle Route Committee
24	The Region, in association with the NRPS, NEDC and School Boards should develop and implement a comprehensive strategy for the development and distribution of cycling related literature.	Noted		<ul style="list-style-type: none"> <li>See below.</li> </ul>	Tim Whittle
25	The Region and its partners should expand the delivery of cycling safety messages through the use of a wide variety of mediums, including publications, the internet, local media and transit shelters.	Implemented		<ul style="list-style-type: none"> <li>Currently the NRP and PH use media releases; RMON and NRP websites, bike safety clinics in schools (held each spring); NRSV Niagara Regional Safety Village in Welland.</li> <li>NRSV is a model village where kids of all ages can learn and practise bike safety in a protected, yet realistic setting.</li> <li>The NRP and PH also distribute various other safe cycling pamphlets and brochures.</li> <li>Safety messaging incorporated into a variety of cycling campaigns, notably 'Bike to Work' &amp; 'Bike to Get There' campaigns.</li> <li>Video produced by American League of Cyclists titled "Enjoy the Ride" was purchased and distributed to public libraries in all municipalities.</li> <li>Major media campaigns (e.g. transit shelters) not realistic, given available budget.</li> </ul>	Tim Whittle Dianne Coppola



**GUIDELINES/RECOMMENDATIONS/POLICIES**  
**(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)**

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
26	The Region should develop and deliver CAN-BIKE courses.		Noted	<ul style="list-style-type: none"> <li>Short version of CAN BIKE courses offered as part of the Bike to Work Campaign in 2005.</li> <li>Parks &amp; Recreation Departments of the 12 municipalities have been encouraged to offer a modified CAN BIKE course as part of their programming – several municipalities chose to offer the course.</li> <li>Broader implementation of CAN BIKE has not yet begun for a number of reasons.</li> <li>There are very limited training instructors available at any one time.</li> <li>The cost is \$100 ± p/p; there has been very little interest at this time.</li> </ul>	Tim Whittle Dianne Coppola
27	The Region should actively encourage the MTO to address cycling safety issues in its driver training manuals.		Noted		
28	The Region should establish a broad-based Niagara Bicycle Safety Partnership to develop and implement bicycle safety programming.		Noted		
29	The Region should maintain its commitment to bicycle safety programs by: providing a stable level of core funding in the annual operating budget; supporting an entrepreneurial approach to generating revenue for the expansion and sustainability of programs; and investigating new, innovative programs to make bicycle safety information and training more accessible to spec target audiences.		Noted		
30	The Region, in association with the RNBC and NEDC should develop and publish a region-wide bikeway network map. This map should, among other things, identify all existing on-road and off-road (i.e. multi-use trail) bikeway facilities in the Niagara Region; identify the distance of existing bikeway segments and the level of the route (e.g. ascents and descents of the Niagara Escarpment); develop a way-finding sign plan that will also identify key destinations and attractions as well as rest stations, bike shops; tour operators where bikes can be rented and/or serviced; and provide information on safe cycling techniques, including bikeway etiquette as well as contacts for additional information.	Implemented	More work anticipated	<ul style="list-style-type: none"> <li>The Region has mass produced 2 high quality maps (1st and 2nd editions 25,000 copies).</li> <li>The map has been posted on the Regional website as a pdf.</li> <li>Both editions have been published in ESRI's annual map calendar.</li> <li>It identifies level of difficulty with chevrons, and illustrates cautionary roads with high traffic speed and volumes.</li> </ul>	

**GUIDELINES/RECOMMENDATIONS/POLICIES**  
**(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)**

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
31	The Region should establish a Regional webpage dedicated to cycling and the Bikeways Plan, which is also accessible to the educational and promotional activities associated with <a href="http://www.cycleniagara.com">www.cycleniagara.com</a>	Implemented		<ul style="list-style-type: none"> <li>The RNBC website may be accessed at <a href="http://www.rnbc.info">www.rnbc.info</a>.</li> </ul>	
32	The Region and its partners should continue to support cycling events.	Implemented			
33	The Region and the NRPS should work with School Boards and other agencies to develop a bike-to-school program, which will identify safer routes to schools and provide secure bicycle parking; CAN-BIKE training; and incentive programs for students and their parents.	Partial Implementation	Noted	<ul style="list-style-type: none"> <li>Work on this is done based on interest of individual schools – many challenges to getting broad uptake. Could be considered, but requires broad partner support and buy-in.</li> </ul>	
34	The Region should take a leadership role in encouraging and supporting cycling as a mode of transportation for Regional staff, including: developing a plan for providing high quality bicycle parking and shower/change facilities at all civic workplaces; offering CAN-BIKE training to all Regional employees through the regular employee training and development programs; establishing a Regional Niagara Bicycle User Group (B.U.G); providing incentives for Regional employees to cycle to work; and compensating Regional employees (through kilometre disbursement) for Regional Niagara Bikeways Master Plan.	Partial Implementation	More work anticipated	<ul style="list-style-type: none"> <li>Campbell East at HQ and Con Edt Building both have shower facilities.</li> <li>'Bike to Work', 'Bike to Get There' campaigns provide incentives for employees (Regional employees and other Niagara employers) to try riding to work.</li> <li>No B.U.G. and few incentives for Regional employees to cycle to work.</li> </ul>	
35	The Region should encourage other employers in Niagara to promote and support bicycle commuting, including: providing information and technical advice on the provision of bicycle parking facilities; developing a plan for establishing Bicycle User Groups; and continuing the annual Bicycle Friendly Awards Program.	Partial Implementation	Noted	<ul style="list-style-type: none"> <li>'Bike to Work', 'Bike to Get There' campaigns and 'Bicycle Friendly Awards' programs are promoted broadly to employers in Niagara.</li> </ul>	
36	The Region should work with the NRPS, NEDC and School Boards in order to develop materials to assist cyclists involved in collisions, as well as other agencies that have, or could share, responsibilities related to bicycle collisions.		Noted		
37	The NRPS should provide additional resources, including officers and support, to assume a more active and direct role in assessing and reporting on collisions and fatalities that involve cyclists in Niagara Region.	Partial implementation	Noted	<ul style="list-style-type: none"> <li>Currently the NRP computer system is being updated-new system will include the ability to report and track any and all cycling related incidents.</li> </ul>	Tim Whittle / Linda Beyer

**GUIDELINES/RECOMMENDATIONS/POLICIES**  
**(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)**

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
38	NRPS should receive training on cyclists' rights and the operating characteristics of a bicycle, so that when they investigate collisions involving cyclists that they can better identify contributing factors.	Partial implementation	Noted	<ul style="list-style-type: none"> <li>The large majority of police training takes place at the Ontario Police College.</li> <li>The police services representative is currently in the process of implementing cycling incident response with the existing education process.</li> </ul>	Tim Whittle
39	PW, with input from the NRPS, should develop and implement a program to record and report on actions taken to address conditions that impact cycling, including potholes; poor shoulder pavement conditions; lack of signage; or other inefficiencies. This should include a 24-hr bike telephone number where cyclists can report network problems and offer improvement suggestions as well as get up-to-date information on bikeway routes and construction activities.		Noted	<ul style="list-style-type: none"> <li>Currently any requests for service are logged and referred to the correct channels (transportation related maintenance issues are forwarded to the patrol area foreman/personnel).</li> <li>Cyclist can however call PW dispatch number to report network problems and submit request for service type information.</li> <li>Do not have the resources at this time to implement all the improvements mentioned above.</li> <li>A more complex system would require the attention of a full time transportation/cycling co-ordinator.</li> </ul>	Tim Whittle and Regional Public Works
40	Regional Council should adopt the Regional Niagara Bikeways Master Plan, thereby establishing the RNBIP as policy.	Adopted January 2005			
41	The Bikeway Network should be implemented in two phases over 20 years.	See KM lane summary by year			
42	The Bikeway Network priorities, illustrated in Figures 8-1, 8-2 and 8-3 should be assumed as a guide for implementation.	Implemented			
43	The Region should adopt a policy of making all Regional roads more bicycle friendly by providing 3.5 m travel lanes and 0.5 m to 1.5 m paved shoulders on all new or reconstructed Regional roads when the opportunity arises.	Implemented			

**GUIDELINES/RECOMMENDATIONS/POLICIES**  
(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
44	Bikeway facility planning, design and implementation in the Niagara Region should continue to be led by PW, supported by other Regional departments, including Planning and Development, Public Health and Police Service.	Implemented			
45	The RNBC should be consulted and participate as a partner in implementing the Regional Niagara Bikeways Master Plan.	Implemented			
46	Following adoption of the Bikeway Planning and Design Guidelines by the Region, the RNBC's Engineering Task Force should be renamed the Network Task Force. It should focus its efforts on issues associated with implementing and promoting the Bikeway Network. The Regional Niagara Bikeways Master Plan and the existing Encouragement, Education Policy Task Forces should continue. The RNBC should consist of a minimum 30 members, and that at least 16 members be in attendance to form a quorum.	In progress	Noted	<ul style="list-style-type: none"> <li>Subject to approval of revised TOR arising from proposed Strategic Plan to address future membership requirements.</li> </ul>	
47	The RNBC's Mandate, Terms of Reference, reporting and funding mechanisms are revised as proposed in Section 8.4 and Subsections 8.4.1 through 8.4.4 of the RNBP.		Noted	<ul style="list-style-type: none"> <li>Subject to approval of revised TOR arising from proposed Strategic Plan.</li> </ul>	
48	The Sustainable Transportation Co-ordinator (STC), with input from the RNBC Taskforce Chairs, should prepare an annual report to identify and comment on bikeway route implementation priorities and alternatives for consideration by Regional staff.		Noted	<ul style="list-style-type: none"> <li>Subject to approval of revised TOR arising from proposed Strategic Plan.</li> </ul>	
49	The Region should establish the full-time position of Sustainable Transportation Co-ordinator (STC) in PW.		Noted	<ul style="list-style-type: none"> <li>Subject to approval of revised TOR arising from proposed Strategic Plan.</li> </ul>	
50	The roles and responsibilities of the STC should be based on the description set-out in Section 8.7.1 of the RNBP.		Noted	<ul style="list-style-type: none"> <li>Subject to approval of revised TOR arising from proposed Strategic Plan.</li> </ul>	
51	PW should establish and chair an inter-departmental staff working committee to co-ordinate sustainable transportation initiatives in the Niagara Region, including the implementation of the RNBP. That this Committee be named the STCC, meet monthly or as deemed necessary by the Director of Transportation Services, manage the budget of the RNBC and all funding for the implementation of the Bikeways Plan.		Noted	<ul style="list-style-type: none"> <li>Addressed through the Regional Council Business Plan and the Strategic Bikeways Plan.</li> <li>Subject to approval of revised TOR arising from proposed Strategic Plan.</li> </ul>	



**GUIDELINES/RECOMMENDATIONS/POLICIES**  
(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
52	The STC, with direction from the STCC, should prepare and submit an annual report to the PWUC and PPWC. This report should accompany and comment on the RNBC's annual report and should review the progress of implementing the RNBP and set-out the objectives for the coming year.		Noted	<ul style="list-style-type: none"> <li>Addressed through the Regional Council Business Plan and the Strategic Bikeways Plan.</li> <li>Subject to approval of revised TOR arising from proposed Strategic Plan.</li> </ul>	
53	The Region should establish a Bikeway Inter-municipal Working Group. This group should meet a minimum of four times a year; this forum should be used to share information and to discuss bikeway route planning, implementation, design standards and project-specific applications of these design standards; and the group should have rotating Chairs to encourage participation and involvement.		Noted		
54	The RNBP should be reviewed and given consideration by Regional staff when Regional roads or other infrastructure projects are identified and scheduled.	Implemented		<ul style="list-style-type: none"> <li>The RNBP is considered on every road reconstruction and resurfacing project.</li> </ul>	
55	Implementation of the RNBP should be guided and given direction by a reporting structure similar to that illustrated in Figure 8-4.	Implemented			
56	The Region should adopt a bikeway network implementation process similar to that outlined in Figure 8-5.		Noted	<ul style="list-style-type: none"> <li>Still subject to Council's Business Plan and the Strategic Plan.</li> </ul>	
57	Regional Council should commit to funding the implementation of the Bikeways Master Plan, both infrastructure and programming, on an annual basis.	Implemented		<ul style="list-style-type: none"> <li>Still subject to Council's Business Plan and the Strategic Plan.</li> </ul>	
58	PW and the Planning should identify, in their respective Regional Niagara Bikeways Master Plan, annual budgets as a line item for funding associated with implementing the RNBP.	Implemented		<ul style="list-style-type: none"> <li>Still subject to Council's Business Plan and the Strategic Plan.</li> </ul>	
59	The Region, led by the proposed STC, should secure alternative funding sources to assist in implementing components or specific projects related to the RNBP.		Noted	<ul style="list-style-type: none"> <li>Still subject to Council's Business Plan and the Strategic Plan.</li> <li>Subject to approval of revised TOR arising from proposed Strategic Plan.</li> </ul>	
60	The Region, through PW, should include cycling and bikeway data collection in the department's current traffic data collection program.	Bikeway data collected and maintained (see chart below)	More cycling specific info needs to be gathered	<ul style="list-style-type: none"> <li>Still subject to Council's Business Plan and the Strategic Plan.</li> </ul>	
61	The STC, with assistance from the RNBC, should conduct Bikeway User Surveys every two years and a statistically valid Public Attitude Survey at least every five years.		Noted	<ul style="list-style-type: none"> <li>Still subject to Council's Business Plan and the Strategic Plan.</li> </ul>	

**GUIDELINES/RECOMMENDATIONS/POLICIES**  
(FROM REGIONAL NIAGARA BIKEWAYS MASTER PLAN STUDY – CHAPTER 9.0)

No.	Guidelines/Recommendations/Policies (from Regional Niagara Bikeways Master Plan Study - Chapter 9.0)	Status		Comments	Contact
		Ongoing	Outstanding		
62	The Regional Niagara Policy Plan contains statements, in the form of objectives and policies, which communicate the Region's commitment to and direction for cycling. These statements are included in Appendix C. Through the development of this Plan and as a result of the new directions proposed by the recommendations, amendments to the existing Policy Plan wording are appropriate. Through the process to develop this Plan, the RNBC developed suggested policy amendments. The following builds upon these suggestions where appropriate and where in keeping with the recommendations of this Plan. While the exact wording of these provisions may be refined through the Policy Plan review process, the intent of the suggested provisions should be maintained. The amendment will be comprised of text and a schedule. The text is provided in the following section. The schedule should reflect Figure 5-8. The following text is intended to replace the existing preamble, objectives and cycling trails policies provided in section 9F of the Policy Plan.		Noted	<ul style="list-style-type: none"> <li>Policy Plan Amendment will be completed and address these issues.</li> <li>Appendix C (of BMP) in on-going</li> </ul>	Ken Forgeron

BIKE FACILITY CHART		
Year	Constructed Bike Lanes on RMON BMP Network (both sides of roadway)	Constructed Bike Lanes on RMON BMP Network (both sides of roadway)
	Regional Roads	Municipal Roads
1996	0.8	
1997	22.5	
1998	26.4	
1999	12.3	
2000	19.3	
2001	27.8	
2002	40.7	
2003	20.6	
2004	36.9	
2005	8.0	
2006	9.0	3.2
2007	3.0	4.7

**Acronyms:**

<b>RNBC –</b>	<b>Regional Niagara Bicycling Committee</b>
<b>NRPS –</b>	<b>Niagara Regional Police Service</b>
<b>PW –</b>	<b>Public Works</b>
<b>MTO –</b>	<b>Ministry of Transportation Ontario</b>
<b>TAC –</b>	<b>Transportation Association Canada</b>
<b>NEDC –</b>	<b>Niagara Economic Development Corporation</b>
<b>PPWC –</b>	<b>Planning and Public Works Committee</b>
<b>PWUC –</b>	<b>Public Works and Utilities Committee</b>
<b>STC –</b>	<b>Sustainable Transportation Co-ordinator</b>
<b>STCC –</b>	<b>Sustainable Transportation Co-ordinating Committee</b>

# APPENDIX IV

- a) City of Hamilton  
Public Works Department  
Operations & Maintenance Division  
Report: On-Street Cycling Program (PW07078)  
City-Wide Implications
- b) City of London  
Job Description: Transportation Demand Management Coordinator
- c) The Regional Municipality of Waterloo  
Position Description: Transportation Demand Management Planner

**CITY OF HAMILTON**

***PUBLIC WORKS DEPARTMENT  
Operations & Maintenance Division***

<b>Report to:</b> Chair and Members Public Works Committee	<b>Submitted by:</b> Scott Stewart, C.E.T. General Manager Public Works Department
<b>Date:</b> May 30, 2007	<b>Prepared by:</b> Hart Solomon Extension 4584

**SUBJECT: On-Street Cycling Program - (PW07078) - (City Wide)**

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**RECOMMENDATION:**

- (a) That an Alternative Transportation Coordinator be added to the staff complement to facilitate the implementation of the On-Street Cycling Program, pedestrian initiatives and the cycling component of capital projects, with the position to have an initial term of two years and with the position to be funded from the existing capital budget 4030617124;
- (b) That staff provide a follow-up status report of the progress of the cycling and pedestrian programs in July 2009.

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Scott Stewart, C.E.T.  
General Manager  
Public Works

**EXECUTIVE SUMMARY:**

The intent of this report is to provide an update to the On-Street Cycling Program, and propose the creation of an Alternative Transportation Coordinator position to accelerate the accomplishment of cycling and pedestrian program initiatives and projects in accordance with Transportation Master Plan (TMP) recommendations.

**BACKGROUND:**

The information/recommendation contained within this report has City-wide implications. The promotion of on-street cycling through the provision of signed cycling routes, dedicated lanes, paved shoulders, bike racks, mapping and promotion; and the



**SUBJECT: On-Street Cycling Program - (PW07078) - (City Wide) - Page 2 of 7**

promotion of walking as an alternate mode of transportation, serve the city's strategic goals in several ways. These are:

- To convert some automobile trips for work or utilitarian purposes to cycling or walking trips, thereby reducing the demands on the transportation system and improving air quality.
- To promote a healthier lifestyle through additional exercise provided by recreational and utilitarian cycling and walking, thereby creating a healthier population and one with fewer demands on the health care system.
- To create a City which is viewed as liveable, thereby attracting new residents and, businesses, with the attendant positive impact on the economy.

**Status of Cycling in the Transportation Master Plan**

The TMP defines on-street cycling as an integral component of a program to reduce dependency on the single motor vehicle and to reduce the need for roadway expansion in the near future. The idea is to encourage the use of cycling for short commuter and utilitarian trips, with the understanding the recreational riding on the roadway in many cases is an introduction to the use of the bicycle for commuting. The TMP suggests that a mature program to create a full bike lane and route system in Hamilton over the next fifteen years would require capital funding in the range of between \$700,000 and \$1,000,000 per year. These are preliminary estimates and the range is dependent on the amount of bike facility which can be created simply through roadway remarking versus that which will require construction for road widening.

The TMP also recommends the hiring of a full-time Alternative Transportation Coordinator to implement the cycling and pedestrian initiatives.

**History of the On-Street Cycling Program**

The on-street cycling implementation program has its roots in the mid-1990s. The program has received an annual allotment of approximately \$300,000 in most years, with the exception of 2003 for which staff recommended a 1 year moratorium as the program funding was getting ahead of the ability of staff to implement programs.

The program has never been provided with formal staff support. Program implementation has primarily been by the previous project director of the Red Hill Valley Project, prior to amalgamation and by the Manager of Traffic Engineering & Operations subsequently, with whatever staff support could be freed up intermittently from other projects. Cycling programs tend to be detailed in their implementation and each project is unique and specific such that it is difficult to create a routine template. As such, even small, low budget projects can take a significant period of time to implement through the various approvals such as environmental assessment, land acquisition, traffic impact studies, etc.

The overall effect of the lack of staffing has been irregular implementation as staff attempt to find time for cycling projects amid competing priorities.

**Current Status of Outstanding On-street Cycling Projects**

The unspent funding available in the Capital Budget for cycling projects is approximately \$772,000. However, much of this funding is formally or informally committed to approved projects. Following is a list of the current major projects already underway which will require significant staff support to complete. The expected expenditures from the available capital funding are also noted.

**SUBJECT: On-Street Cycling Program - (PW07078) - (City Wide) - Page 3 of 7**

- **York Boulevard Bicycle Lanes:** This project went through environmental assessment in 2006 and was subsequently "bumped up" to the Minister's office. The Minister deemed the "bump up" request to be unsubstantiated in March of 2007 and the project is ready to proceed. The following work remains: modification to one minor concrete island; revision or replacement of catch basins to make them cycling friendly; completion of negotiations with the Ministry of Transportation about the design of the ramp crossings, leading to an agreed upon design; completion of negotiations with the City of Burlington over the connection to Burlington's roadway system and in particular, the islands at the Plains Road intersection. Remaining expenditure: \$85,000.
- **North Service Road:** This project provides an important missing link in the Provincial waterfront trail. The total project will provide approximately 10 kilometres (in each direction) of cycling facility comprised of on-street routes, bicycle lanes and paved bike shoulders. In 2006 a significant portion of bike shoulder was paved at a cost of approximately \$200,000 of the \$500,000 budgeted for this project. In 2007, the remaining portions of bike shoulder, which are associated with development along North Service Road east of Jones Road, will be paved and the final signing and pavement markings can then be installed. The project should be under budget with the additional costs associated with additional shoulder paving, signing, and pavement markings estimated at approximately \$250,000.
- **Canadian Pacific Main Street West Rail Trail:** This project has just received 2007 capital budget funding separate from the annual allocation for cycling facilities. Although it is to be a multi-use path, due to the difficulty of implementing a cycling facility on Main Street West, west of Cootes Drive, it is has always been considered a commuter/utilitarian facility as well. The project will require significant effort to initiate and implement. The project will be implemented in conjunction with Real Estate, Legal and Capital Planning & Implementation. The project requires a full environment investigation and assessment; the purchase of land from CPR; the negotiation of a lease over a separate portion of CP land; some innovative design; construction of a multi-use trail; coordination with Chedoke Golf Course and development of a maintenance program. Although separately funded, there is significant staff work required to coordinate all aspects of the project.
- **West Hamilton Cycling System, Connecting the CP Rail Trail, McMaster Innovation Park and Longwood Road to King Street:** The 2006 Environmental Assessment defined the pavement marking changes, road realignment, parking revisions and other physical changes required to connect the Chedoke Golf Course at the end of the CP Rail Trail through the McMaster Innovation Park past Westdale High School and up to the existing bi-directional path on King Street as well as through Westdale to McMaster University. This project has the necessary approvals but has not been started. Estimated cost: \$50,000.
- **Update of the Cycling Master Plan:** The City's Cycling Master Plan, titled "Shifting Gears" was produced in 1998-1999. As such, it does not completely reflect the current growth and road network of the City, the recent development of the Trails Master Plan for off-street cycling or the City's TMP. It is proposed to update Shifting Gears to provide a blueprint for future cycling system expansion. This will allow the City to strategically plan its cycling network and coordinate the projects with road/sidewalk and sewer construction projects. The final product

**SUBJECT: On-Street Cycling Program - (PW07078) - (City Wide) - Page 4 of 7**

would be a list of approximately \$5,000,000 of projects which could be implemented as funding and opportunity permit. While this project is key to providing Council and the public with a clear short- and long-range plan for cycling facility implementation, it will also be quite time-consuming for staff to support the consultant work, to ensure the level of consultation and detail review required for this important document. The project will be undertaken as an Environmental Assessment Master Planning exercise, to allow for full public input and consultation. A consultant work plan has been developed, but the update project is presently on hold, as staff do not feel they have time to properly support this project. Budget allotted: \$108,000.

- **Bicycle Racks:** There remains in the capital budget approximately \$12,000 for the implementation of additional bicycle racks. There is on-going demand from the BIAs and some schools.
- **Bicycle Promotion:** Bi-annually the Department produces a large quantity of cycling maps for public distribution. These are done to promote the cycling routes as well as the multi-use trails and parks in the city. There is a necessity in 2007 to update and reproduce the bicycle maps as the available stock has been exhausted. As well, the format of the map base is no longer supported and the mapping is being revised to bring it up to current City GIS standards. The City's on-line mapping must be kept current. Usually, staff also attended the annual cycling show in Toronto and other events to promote Hamilton and Hamilton cycling. Total cost for cycling promotion: \$50,000.
- **Spot Repairs and Capital Improvements:** In the near future, the City will have to consider rehabilitation of some of the oldest cycling lanes and shoulders, which are beginning to deteriorate. More immediately, there are a number of catchbasins, on bicycle routes and particularly in bicycle lanes, which need to be levelled. A budget of \$ 50,000 has been allocated for this purpose.

**Current Status of Pedestrian Initiatives**

Pedestrian facilities are managed through several offices. Capital Planning and Improvement programs and implements new sidewalks and major sidewalk rehabilitation. Roads Operations and Maintenance manage smaller sidewalk rehabilitation programs, spot repairs and wheelchair ramp additions and changes. Open Space Development integrates sidewalk features into streetscaping projects. Traffic Engineering and Operations is responsible for pedestrian traffic control devices, pedestrian safety reviews and accessible (audible) pedestrian signals.

Council has directed the establishment of a Pedestrian Sub-Committee. While the terms of reference for the Committee are not set, the understanding is that the Sub-Committee will develop policies and plans to encourage walking as a means of transportation and to improve the "walkability" of Hamilton.

**Duties of the "Alternative Transportation Coordinator" Position**

The proposed duties of the Alternative Transportation Coordinator would be as follows:

- to act as the central focus for all issues related to on-street cycling, whether they relate to new development, off-road trails, cycling promotion, spot repairs and maintenance and cycling facility rehabilitation
- to support the rewrite of Shifting Gears by managing the consultant assignment and coordinating the Environmental Assessment process with Capital Planning



**SUBJECT: On-Street Cycling Program - (PW07078) - (City Wide) - Page 5 of 7**

and Implementation, with the rewrite to be completed by the third quarter of 2008.

- to advise Council of programming and to work with CPI and other external agencies such as the Ministry of Transportation, Waterfront Regeneration Trust, Hamilton Conservation Authority, and City of Burlington to implement projects as per the Shifting Gears list and then, in the future, revise and adjust priorities as projects are implemented and as demands change
- to design, plan, implement, and coordinate all aspects of projects on the priority list as defined by the revised Shifting Gears
- to review incoming neighbourhood plans to ensure that bike facilities and pedestrian facility continuity are an integral part of neighbourhood design
- to consider the current cycling infrastructure and determine those locations requiring repairs or rehabilitation such as poor pavement and deficient catch basins
- to undertake and promote activities on behalf of cycling such as reviewing the current cycling maps, city webpage and other opportunities to promote the use of cycling as an alternative to automobile use
- to act as the central focus for all issues related to pedestrians, mobility and "walkability"
- to assist in coordinating pedestrian infrastructure planning and implementation as per the guidelines / criteria as identified in the Transportation Master Plan
- to act as staff support to the proposed Pedestrian Sub-Committee, both in a direct support role and in a coordination role where the City already has current capacity and expertise
- to provide general expertise in promoting walking as an alternative transportation form and

**ANALYSIS/RATIONALE:**

The basis for the recommendation is creating a healthier, greener and more enjoyable City in which to live, work and play. The addition of a cycling/pedestrian coordinator will:

- allow for planned implementation of the TMP recommendations,
- accelerate project delivery for earlier realization of benefits,
- deliver more on-street bike lanes, providing safer cycling,
- support the off-road trails system development, and
- allow for coordination and promotion of walking initiatives.

**ALTERNATIVES FOR CONSIDERATION:**

The "status quo" alternative would result in cycling projects being completed slowly, as staff priorities permit. It would certainly not provide the City the capacity to embark on an accelerated cycling capital program, as envisioned by the TMP.

The alternative of a full-time, permanent position would likely attract a higher quality candidate with more experience which would benefit the program.

**FINANCIAL/STAFFING/LEGAL IMPLICATIONS:**

It is proposed to fund the Alternative Transportation Coordinator position from the City's existing capital budget allotment. As noted above, most of the available funds are either formally committed to or are earmarked for projects that have been defined and have been initiated. However, there does exist sufficient funding, approximately \$167,000, that is not allocated. This is sufficient to support a two year term of a full time employee. A two year term is suggested because this will give a reasonable period of time to catch up on outstanding projects and determine whether it is necessary to have a full time employee assigned to the role. While funded from the cycling capital budget, the alternative transportation coordinator will also perform the role of providing support in coordinating, encouraging and promoting the various pedestrian and walkability activities. The City is embarking on initiatives to encourage the use of walking as an alternative mode of transportation and the Alternative Transportation Coordinator will also act in this role.

A number of options for staffing the position, and potentially reducing the staffing costs, will be explored in the recruitment process, including the Career Edge program which supplies interns from outside Canada.

The Alternative Transportation Coordinator position will be part of the Traffic Engineering staff initially, as the design work is closely related to that of the section. The position would be complementary to the Project Manager, Transportation Demand Management and to the Transit Coordinator, and the three positions will work together, as required.

**POLICIES AFFECTING PROPOSAL:**

This initiative is consistent with the City's Strategic Plan in several areas. It is also consistent with a core goal of the Public Works Strategic Plan. The initiative is consistent with both the direct recommendation of the TMP to create a cycling/pedestrian support position, and the plan of the TMP to create a broader range of cycling facilities in Hamilton. It directly supports the cycling planning started in Shifting Gears and is consistent with Vision 2020 theme areas of Changing Our Mode of Transportation, Personal Health and Well-being, Consuming Less Energy and Improving Air Quality.

**RELEVANT CONSULTATION:**

Councillor McHattie advised on the Pedestrian Committee and Councillors McHattie and Collins reviewed the proposed initiatives, as a follow-up to the budget discussions.

Transit (HSR) has Council approval for a program to install bike racks on all City buses. This initiative will promote cycling, particularly trips which cross the escarpment. It will also promote combined cycling and transit use for users located a short ride from the nearest transit route.

The City Cycling Committee, as recently as this March, has expressed its support for a full-time cycling position for the City, in an open letter to Council.

The authors of the TMP (IBI Group) and the Trails Master Plan (G. O'Connor Consultants) and well as support staff for those projects have been consulted.



**SUBJECT: On-Street Cycling Program - (PW07078) - (City Wide) - Page 7 of 7**

Capital Planning and Implementation, Human Resources and Finance and Administration internal staff provided advice.

Staff from the Healthy Living Division of Hamilton Public Health Services support the creation of an Alternative Transportation Coordinator position. They note that creating pedestrian and cycling friendly environments contribute to health and well being and that walking and cycling regularly can help reduce the risk of obesity, diabetes, heart disease, stroke, some forms of cancer, osteoporosis, and can contribute to positive mental health.

Long Range Planning notes that the Alternative Transportation Coordinator makes sense from an air quality, climate change and travel demand management point of view. Encouraging alternative transportation means getting individuals out of their cars which will improve health in individuals, encourage exercise and will lower the amount of air pollutants and greenhouse gases emitted from the personal vehicle.

Tourism has found that there is significant demand for the cycling, trails and parks map, indicating that recreational initiatives, which on-street cycling supports by providing easier access, make Hamilton more attractive for visitors.

**CITY STRATEGIC COMMITMENT:**

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

**Community Well-Being is enhanced.** ☒ Yes ☐ No

Cycling and walking initiatives promote healthier living and well as increased community pride.

**Environmental Well-Being is enhanced.** ☒ Yes ☐ No

Converting auto trips for business or errands to walking or bike trips reduces greenhouse gas emissions.

**Economic Well-Being is enhanced.** ☒ Yes ☐ No

A walkable and bicycle-friendly City creates an image that should attract businesses and residents.

**Does the option you are recommending create value across all three bottom lines?**

☒ Yes ☐ No

**Do the options you are recommending make Hamilton a City of choice for high performance public servants?**

☒ Yes ☐ No

**TITLE:**

Transportation Demand Management Coordinator

**DEPARTMENT:**

Environmental and Engineering Services

**SUMMARY OF DUTIES:**

Reports to the Division Manager III or designate. Responsible for developing, promoting, implementing and evaluating Transportation Demand Management (TDM) programs to reduce reliance on single occupant vehicles and meet the modal shift targets identified in the City's Transportation and Official Plans.

**WORK PERFORMED:**

Develops and manages data collection programs to determine participation rates for various travel modes.

Develops and recommends policies and programs to encourage a modal shift from single occupant vehicles to alternative forms of transportation including ride sharing, transit, cycling and walking.

Develops and implements marketing strategies to encourage participation in TDM initiatives, including development of promotional and educational material.

Evaluates the effectiveness of TDM policies and programs in meeting modal shift targets.

Negotiates and recommends agreements and arrangements with other Local, Provincial and Federal agencies for funding and/or delivery of TDM programs.

Prepares, monitors and approves expenditures from the Current and Capital budgets for TDM initiatives.

Participates in presentations and discussions at public meetings.

Directs consultants and technical staff in the conduct of studies.

Performs related duties as assigned.

**QUALIFICATIONS:**

Three year Bachelor's Degree in Planning or Transportation Engineering

**EXPERIENCE:**

Four to five years' related experience.

**SPECIALIZED TRAINING AND LICENSES:**

Skills and abilities in the following areas are necessary:  
Excellent verbal and written communications skills

Ability to analyse problems, facilitate solutions and promote programs to change behaviour are essential.

## THE REGIONAL MUNICIPALITY OF WATERLOO

### POSITION DESCRIPTION

<b><u>POSITION:</u></b>	<u>TRANSPORTATION DEMAND MANAGEMENT PLANNER</u>	<b><u>REFERENCE NO:</u></b> <u>R00830</u>
<b><u>DEPARTMENT:</u></b>	<u>PLANNING &amp; CULTURE</u>	<b><u>EVALUATION DATE:</u></b>
<b><u>DIVISION:</u></b>	<u>TRANSPORTATION PLANNING</u>	<b><u>UNION:</u></b> <u>CUPE LOCAL 1883</u>
<b><u>REPORTS TO:</u></b>	<u>MANAGER, TRANSIT DEVELOPMENT</u>	<b><u>NEW:</u></b> <u>December 23, 1999</u>

### **GENERAL PURPOSE:**

To develop, implement, administer, promote and monitor transportation demand management programs in order to reduce automobile use to meet the minimum target established by the Transportation Master Plan.

### **MAJOR RESPONSIBILITIES:**

Researches, plans, monitors and coordinates the implementation of Region-wide transportation demand management programs with the residential, institutional, commercial, industrial and educational communities.

Organizes and directs groups such as building owners, residents, businesses and institutions in their participation in transportation demand management programs through group meetings, individual discussions, school visits or promotional programs.

Liaises regularly with the public, area municipal staff, local politicians, businesses and institutions regarding programs and transportation demand management initiatives.

Works in cooperation with area municipalities, businesses and other stakeholders to determine the best methods of reducing automobile use.

Develops promotional and education materials for transportation demand management programs. Makes presentations to area municipal councils, public, schools, and business groups on Regional transportation demand management programs.

Negotiates with contractors/suppliers for goods and services. Participates in the preparation of specification documents, determination of contractor/supplier evaluation criteria, attends meetings with bidders, and makes recommendations for bidder selection. Monitors and evaluates performance of goods and services contracts.

Represents the Region on area municipal and agency committees dealing with the development and implementation of transportation management planning strategies or required studies, such as

community plans, environmental assessments.

Designs, modifies and maintains a database of transportation demand management information and generates reports as necessary.

Monitors and reports program participation levels, automobile reductions achieved, and the logistics and effectiveness of the program. Conducts program evaluations and makes recommendations for program improvements.

Prepares necessary documentation to obtain required government approvals and/or funding for Regional programs. Assists municipalities, businesses and/or other organizations in obtaining government funding and approvals.

Participates with other Regional and area municipal staff in Official Plan and Zone Change amendments to support transportation demand management initiatives.

Prepares reports to the Planning and Culture Committee on program design, progress of implementation, program enhancements, future recommendations and general updates.

Monitors technical and other developments in the field of transportation demand management for applicability to the Region by attending seminars and workshops or liaising with other municipalities in the implementation of transportation demand management initiatives. Attends business group meetings and citizen group meetings to gather and provide information on Regional transportation demand management programs.

Regularly updates transportation demand management web page for the Region's Internet Web Site.

Provides technical and administrative support to area municipalities by providing transportation demand management technical information, program information and literature.

Performs other related duties as assigned.

#### **RESPONSIBILITY FOR MATERIAL/FINANCIAL RESOURCES:**

Researches and recommends to the Manager, Transit Development new transportation demand management programs, preparing justification sheets for budget purposes, indicating resources required and monitoring funds spent on these programs. Has signing authority to a limit of \$500. Oversees contractor invoicing and monitors service levels provided.

Ensures that any promotional and educational materials and equipment, such as audio visual equipment are maintained in good working condition. Ensures that Regional communications equipment used to carry out job assignments is maintained in good working order and a personal computer used for own work is maintained in good working condition.

#### **NATURE & IMPACT OF ERROR:**

Failure to carry out the mandate of this position could result in failure to meet the automobile reduction target set out in the Transportation Master Plan, resulting in subsequent costs to the Region in the form of additional infrastructure.

Failure/error in interpreting and applying applicable legislation and regulations, Regional and Area Municipal policies and procedures, in exercising professional judgement in addressing and resolving conflicting interests, or in setting work priorities and meeting deadlines, can significantly impact the financial status and/or quality of life of individuals and corporations, negatively impact relations with area municipalities and public/private sector organizations, result in legal liability and substantial future costs to the Region.

Failure to provide clear, timely and accurate information to the public and businesses could lead to confusion and poor public image, with potential cost impact to both the Region and public/private sector organizations and individuals.

#### **RESPONSIBILITY FOR SUPERVISION OF STAFF & OTHER:**

Assigns, checks and monitors the work of temporary assistance employees. Provides training to students regarding transportation demand management programs and computer files specific to transportation demand management.

Oversees consultants in the preparation of program promotional and educational materials and the work of private contractors, ensuring that contract requirements are met.

#### **CONTACTS & HUMAN RELATIONS:**

a) Internal:

Receives direction and review of program progress from the Manager, Transit Development. Has regular contact with other staff for program updates and review of industry achievements, program development, implementation and monitoring. Regularly reports to the Planning and Culture Committee on program progress and future recommendations. Contacts Engineering managers and technicians to discuss and exchange project management information. Has contact with staff in Corporate Publishing and Information Management, and the Engineering, Finance, and other Planning and Culture department staff for administration, program/policy implementation and review.



b) External:

Provides professional advice and information to the public, including businesses, institutions, public groups and individuals and addresses public complaints and inquiries referred from members of Council. Resolves problems with consultants, developers and lawyers. Provides advice on procedures and technical direction to managers, technicians or planners at area municipalities and has contact with transportation demand management staff in other municipalities (across Canada, the United States and Europe) for updates on technical and other advancements in the field, and provides transportation demand management information. Frequently visits schools and businesses for presentations. Has contact with the provincial and federal government ministries and departments to review financial support programs and other transportation demand management activities. Due to the potential significance of the living environment and financial impact of incumbent's decisions, the nature of daily contacts ranges from cooperative to extremely antagonistic, emotional and/or difficult.

**EFFORT: (Mental, Physical):**

Performs work in accordance with a large number of technically complex, overlapping and inconsistent requirements, including Provincial legislation and associated regulations, policy statements and guidelines, Regional Official Policies Plan, implementation plans and guidelines, Area Municipal Official Plans, zoning by-laws, and procedures.

Extensive reasoning, analysis and the exercise of sound professional judgment are required to resolve competing interests. Creativity and imagination are used continually to assist in the design and implementation of individual programs.

Work requires visual concentration, manual dexterity, and attention to detail on a daily basis when using the personal computer to prepare reports, analyses, presentations or promotional materials approximately 40% of the time. Bending, stooping, standing and lifting are required 10% of the time when setting up and conducting public presentations and conducting on-site visits.

**WORKING CONDITIONS:**

Work is performed in a standard office 70% of the time, with frequent travel to meetings, seminars, to make presentations or conduct site visits. Work requires travel within the Region between businesses, residences, and the office 30% of the time. Occasionally works after regular hours.

Occasionally works under adverse weather and site conditions, noise, dust, cold, wet, odours, second hand smoke, animals at large, airborne pollutants, or noxious environments when conducting site visits, requiring walking through farm fields, wood lots, gravel pits, wetlands, and construction sites. Wears protective equipment such as safety boots, hard hat and vest- as required.

Work is frequently performed to meet deadlines such as fixed dates for Planning and Culture reports, budget and program implementation activities, and funding applications.

**SKILL:**

a) Knowledge:

Knowledge of planning theory, research methods, and planning related legislation, transportation demand management and proven skills in the design, development, implementation and monitoring of transportation demand management and/or public education or similar programs, and financial analysis, normally acquired through the attainment of a Bachelor's Degree in Planning or related discipline plus three years related experience.

Human relations, negotiation, mediation and conflict resolution skills involving numerous parties with conflicting interests to resolve issues with all levels of staff, clients and members of the public. Ability to deal appropriately with angry or irate members of the public.

Organizational and planning skills in order to effectively schedule appointments, coordinate activities while in the field, to work independently in a team environment, and to adapt to frequently changing priorities. Ability and initiative to research new technologies from a variety of media.

Knowledge of training techniques, public relations and presentation skills in order to organize, direct, provide training and conduct program presentations to community and business groups.

Skill in the operation of a personal computer using software programs such as Corel WordPerfect 8, Quattro Pro and Presentations, Microsoft Word, Access, and Excel, Netscape and Eudora in order to design and modify databases, compile and analyse data and produce reports or graphs and to design reports, tables, spreadsheets, overheads, promotional and resource materials for presentations, reports or distribution.

Valid driver's licence and ability to travel to various work locations on a weekly basis, using road/city maps to locate residential, industrial, and institutional locations.

b) Language Communication (Written & Verbal):

Ability to conduct meetings and make presentations both internally and to outside groups, schools, business, or agencies. Ability to provide transportation demand management program training and information to Regional employees, contractors, businesses and/or public groups. Ability to respond daily to phone inquiries about transportation demand management programs, to explain or clarify program information and guidelines, and to respond to residents about transportation demand management programs and technologies.

Ability to write recommendations, reports and general correspondence and to prepare information packages, write and design suitable brochures and press releases to promote transportation demand management programs. Ability to inform staff, the public, business, and industry partners about new technology.

Ability to read and interpret technical, policy and legal information gathered from various sources, such as reports, documents, records, files, maps, plans and diagrams.

Position Incumbent:

**Name**

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**Signature**

**Date**

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**Supervisor**

**Manager, Staffing & Compensation**

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**Date**

**Date**

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**Department Head**

**Assistant Chief Administrative  
Officer, Human Resources**

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**Date**

**Date**