

TO: GENERAL COMMITTEE

SUBJECT: ACTIVE TRANSPORTATION BARRIE

WARD: ALL

PREPARED BY AND
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RECOMMENDED MOTION

1. That the Active Transportation Barrie Awards continue to be endorsed.
2. That Active Transportation Barrie host a Bike Summit in partnership with the Share The Road Cycling Coalition in November 2013 to:
 - a) Further promote active transportation benefits for the City of Barrie and surrounding Townships;
 - b) Learn from and be inspired by other jurisdictions who have successfully implemented active transportation initiatives; and
 - c) Explore how municipalities can benefit from recent provincial initiatives.

PURPOSE & BACKGROUND

3. The purpose of this staff report is to update Council on the activities of Active Transportation Barrie (ATB) since May 2012 and to seek endorsement for 2013 action items for the working group.
4. Active Transportation (AT) is defined as any form of human-powered transportation. It is any trip made for the purpose of getting yourself, or others, to a particular destination - to work, to school, to the store or to visit friends and is more than simply using these modes for recreational purposes. As long as it is "active," someone can choose the mode - walking, cycling, wheeling, in-line skating, skateboarding etc. Walking and cycling are the most popular forms of active transportation. It can also involve combining modes such as walking/cycling with public transit.
5. On April 16, 2012, City Council adopted motion 12-G-078 regarding Active Transportation Barrie as follows:

"That the Terms of Reference for Active Transportation Barrie as detailed in Staff Report ENG010-12 be endorsed and that the following actions be approved:

 - a) That the Mayor and City Clerk be authorized to sign the previously council endorsed International Walk Charter during the 2012 Bike Week kick-off event scheduled for the week of May 26th to June 1st."

b) That the application for the Share the Road Bicycle Friendly Community Award be endorsed with the goal of achieving a bronze status for the City of Barrie."

6. ATB continues to meet regularly on the 3rd Thursday of each month at City Hall and meetings are open to the public. Updates are posted on the City's web page.

ANALYSIS

7. ATB's 2012 to 2013 milestones and accomplishments are ordered into three major categories:

- a) Planning Initiatives
- b) Educational Initiatives
- c) Promotional Initiatives

8. Planning Initiatives

- a) On May 28, 2012, Acting Mayor Jennifer Robinson signed the International Charter for Walking on behalf of City Council as per Council Motion 12-G-078. This signing occurred at the launch of Bike Week, marked by a flag raising ceremony. The Charter is the City's commitment to creating healthy, efficient and sustainable communities where people choose to walk and includes the following strategic principles:
 - i) Increased inclusive mobility
 - ii) Well designed and managed spaces and places for people
 - iii) Improved integration of networks
 - iv) Supportive land use and spatial planning
 - v) Reduced road danger
 - vi) Less crime and fear of crime
 - vii) More supportive authorities
 - viii) A culture of walking
- b) The Bicycle Friendly Community Award (BFC) application was submitted to the Share the Road Cycling Coalition in October, 2012 as per Council Motion 12-G-078. Launched by the Share the Road Cycling Coalition in Canada in August 2010 (in partnership with the Washington based League of American Bicyclists), the program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling. Results of the application will be formally presented at the 2013 Ontario Bike Summit in Toronto on May 28 & 29.
- c) ATB members were invited to submit comments on the provincial government's Ontario Bike Policy, until the end of January 2013 and members will be following the policy's development throughout 2013.
- d) ATB members were invited to submit comments on the City of Barrie's Draft Intensification Area Urban Design Guidelines.
- e) ATB is being kept up to date about the Accessibility for Ontarians with Disabilities Act (AODA) through Barrie's Accessibility Coordinator. The Act will apply to all open public places and streets as mandated by the Province of Ontario by 2016.
- f) ATB contributed the wording for the revision to the City's Special Event Planning Guide, which promotes active transportation to get the public to events including supportive active transportation infrastructure. This includes elements such as secure bike parking for waterfront events.

- g) ATB continues to work with the City by providing comments as a stakeholder group throughout the development of the Multi-Modal Active Transportation Master Plan.

9. Educational Initiatives

- a) ATB members attended several conferences, and hosted presentations and webinars.
- Events: Complete Streets Conference (Toronto Coalition for Active Transportation), and the County of Simcoe Complete Streets Workshop facilitated by consultant Dan Burden.
 - Presentations: Active and Safe Routes to School Presentation - M. Rich, Executive Director, Environment Network; and, How Road Speeds are Set: City of Barrie Transportation Planning Section (update on various traffic calming initiatives underway in Barrie).
 - Webinars: U.S. Federal Highway Administration (FHWA) Pedestrian Focus Webinar Series on examples of street retrofits through the reduction of number of lanes, adding bikes lanes and shortening road crossings; and, Centre for Health Promotion: Promoting Safe Use of Roads & Pathways for Vulnerable Road Users – A Review of Canadian Promising Practices.

10. Promotional Initiatives

- a) ATB recommends that the City continue to support the Active Transportation Barrie Awards, aimed at recognizing local initiatives that encourage and support active transportation. ATB refined the application process and formalized the program. Past recipients have been Community Firebird Cycle (Bicycle recycling/redistribution through Barrie Central Collegiate program) and a Johnson Street Public School Walking School Bus. Staff involvement included coordinating the award event and certificates but no capital costs were incurred for this program.
- b) Regular updates to the Active Transportation web page also occur.

11. Future 2013 Initiatives

- a) ATB will again partner with the Barrie Cycling Club to promote and participate in Bike Week from May 20 - 26, 2013. ATB will also partner with Barrie Transit to launch the new bus-mounted bike racks on Barrie's Transit fleet during the Bike Week festivities. Promotion of the new bike racks will be linked to the ATB web page. No costs will be incurred for the launch as participation is provided by volunteers. Staff time is limited to updates to the ATB web page.
- b) ATB members will continue to research background information in the development of a Complete Streets Policy by the City of Barrie. The definition and benefits of a Complete Streets Policy were explored in Staff Report ENG010-12 (see Appendix "A"). A Complete Streets Policy gives practitioners guidance on how to consistently design and operate the entire roadway for all users (including pedestrians, cyclists, public transit), and not only motorists. The Planning Department has initiated a Gap Analysis Study of the City's existing municipal documents with respect to Complete Streets principles in February 2013, through a grant from the Simcoe Muskoka District Health Unit. It is anticipating that a Final Report will be made available in April 2013.
- c) To review City of Barrie by-laws to ensure support of active transportation such as a nuisance by-law prohibiting skateboards and bikes downtown, and to provide recommendations on potential amendments to support Active Transportation.

- d) To explore the benefits and costs of bike counters and where they might be effectively placed in Barrie. Bike counters can be used to monitor existing bicycle traffic and create baseline data and document usage patterns. The data can support investment in new bicycle facilities or to determine if the placement of an existing facility has been properly selected.
- e) To review existing promotional tools used by ATB and discuss any new potential low cost tools to distribute information and increase awareness of active transportation to the public.
- f) To explore a Bicycle Friendly Business Awards Program with the City Centre Revitalization Coordinator and the Downtown Barrie Business Improvement Association.
- g) To host a Summit in Barrie in 2013, in partnership with Share the Road Cycling Coalition to further support active transportation initiatives in Barrie and Simcoe County. A Summit can include a variety of benefits such as:
 - i) Garnering ideas and best practices on how to leverage a community's assets for bicycle travel and tourism;
 - ii) The Summit will identify tourism/commercial opportunities linked to cycling in Barrie and surrounding townships;
 - iii) The Summit would target local politicians, municipal staff, related outside agencies and organizations, including the Simcoe Muskoka District Health Unit and Georgian College, reaching approximately 100-150 attendees.
 - iv) Further promote active transportation benefits for the City of Barrie and surrounding townships;
 - v) Learn from and be inspired by other jurisdictions who have successfully implemented active transportation initiatives; and
 - vi) Explore how our municipalities can benefit from recent provincial initiatives.

The Share the Road Cycling Coalition uses a standard template for these Summits and is able to facilitate the Summit with funding through sponsors and registration fees and will coordinate the majority of the administration for the Summit. The municipality hosts the event and provides in-kind funding only (venue location and staff time). Refer to further details under financial section.

ENVIRONMENTAL MATTERS

12. The following environmental matters have been considered in the development of the recommendation:
- a) Encouraging active transportation promotes use of non-vehicular travel, further reducing greenhouse gas emissions.

ALTERNATIVES

13. There are two Alternatives available for consideration by General Committee:

Alternative #1

General Committee could choose not to endorse the Active Transportation Barrie Awards.

This Alternative is not recommended as it provides a low cost opportunity to expand community interactions.

Alternative #2

General Committee could choose not to support a Bike Summit in partnership with the Share the Road Bicycle Coalition.

This Alternative is not recommended as it provides an opportunity for the City and our municipal neighbours to discover ideas and strategies tailored to our area linking cycling and tourism economic growth.

FINANCIAL

- 14. Sixty hours have been allotted in the 2013 Work Plan for the initiatives described in items 11 a) through f).
- 15. A Share the Road Summit would be hosted by the City of Barrie. ATB would be responsible for setting the agenda of the Summit, and the City would provide in-kind funding for staff time, graphics, media releases and venue location. It is anticipated that approximately 35 additional hours of staff time would be needed.

The Share the Road Cycling Coalition provides the speaker content for the agenda, processes the registrations, coordinates the venue if needed and catering, produces media releases, moderates the conference and provides Summit staffing. Revenues are generated through Summit registration fees and Summit sponsors cover the above Share the Road Cycling Coalition scope of work.

ATB will be responsible for the coordination of the Summit through the creation of a dedicated sub-committee to ensure that the amount of staff time required is minimized.

Engineering	Communications
28 Hours	7 hours

LINKAGE TO 2010 – 2014 COUNCIL STRATEGIC PLAN

- 16. The recommendations included in this Staff Report support the following goals identified in the 2010-2014 City Council Strategic Plan:
 - Improve and Expand Community Involvement and City Interactions**
 - Manage Growth and Protect the Environment**
- 17. The Active Transportation Barrie Awards allow the community to interact with the City through award nominations and receiving recognition.

A Bike Summit provides the opportunity to connect internal staff and decision makers with external agencies, organizations and municipal neighbours while exploring a common theme. This creates opportunities to develop strategies that are coordinated and sustainable.
- 18. Active transportation is one of the more common strategies that supports urban intensification, where land is redeveloped for residential, commercial, and institutional uses. Encouraging alternate modes of transportation encourages a healthier City and reduces vehicular dependency, thereby lowering greenhouse gas emissions.

Appendix "A"

Complete Streets Policy Background

From: Staff Report ENG010-12 April 2, 2012

- a) Many municipalities have, or are pursuing, a Complete Streets Policy. The "Complete Streets" approach is defined as roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users including pedestrians, bicyclists, motorists and public transport users of all ages and abilities.
- b) Based on the design approach that infrastructure should be useable by everyone from 8-80 years of age where street design goes beyond functionality to cultural environments where daily living takes place. The concept of Complete Streets recommends streets have many social and recreational functions that may be severely impaired by high-speed car traffic.
- c) Components of a complete street include pedestrian infrastructure, traffic calming measures, bicycle and mass transit accommodations. These components could range from sidewalks, raised crosswalks, lower driving speeds, centre medians, dedicated bike lanes, wide shoulders and special bus lanes, to name a few.
- d) Complete Streets policies normally exempt three kinds of roadways: freeways or other roads where non-motorized transportation is banned, roadways where the cost of accommodation would be too disproportionate to the need or expected use and roadways where accommodation is shown to be unnecessary.

An ideal Complete Streets Policy:

- Includes a vision for how and why the community wants to complete its streets
 - Specifies that 'all users' includes pedestrians, bicyclists and transit passengers of all ages and abilities, as well as trucks, buses and automobiles.(users and modes)
 - Applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right of way. (applies to all projects)
 - Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions.
 - Encourages street connectivity and aims to create a comprehensive, integrated, connected network for all modes.
 - Is adoptable by all agencies to cover all roads.(Jurisdictions)
 - Directs the use of the latest and best design criteria and guidelines while recognizing the need for flexibility in balancing user needs.
 - Directs that Complete Streets solutions will complement the context of the community.
 - Establishes performance standards with measurable outcomes.
 - Includes specific next steps for implementation of the policy (implementation plan)
- Source: <http://www.smartgrowthamerica.org/complete-streets/changing-policy/policy-elements>