

Active

Transportation Plan

Discussion Paper #4

Education & Encouragement



City of Temiskaming Shores
Draft November 2021





Temiskaming Shores Active Transportation Plan
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1 OVERVIEW

The City of Temiskaming Shores' Active Transportation Plan is a visioning document intended to provide a blueprint for municipal decision making as it relates to infrastructure, policy and programs to support active transportation. This plan will allow City staff to strategically implement and manage the direction of active transportation in Temiskaming Shores over the next 10+ years, creating a stronger culture of activity within the City through incremental, strategic improvements.

The previous sections of this Plan have focused on the **physical infrastructure** related to active transportation. Developing a complete network of comfortable, convenient active transportation facilities is vital to improving conditions for people to walk or bike, but it must be paired with the parallel development of a system of **social infrastructure** to support active transportation as well if a City like Temiskaming Shores is to realize the full benefits of its investments in active transportation. The physical and social infrastructure that have been developed since the 1950s have focused all attention on automobile transportation. The results of this paradigm can be seen everywhere in North America – streets that are unwelcoming for people who walk or bike, communities designed at a scale that does not make walking or cycling possible to access daily needs and a set of social norms that sees any form of transportation other than a private automobile as “alternative transportation”.

Shifting from an auto-centric paradigm to a multi-modal one is no simple task, but there are a variety of actions that can be taken in support of this cultural shift. While it will not be possible for all trips made by Temiskaming Shores residents to be made through active modes, the density of both population and destinations in the City's urban areas – Dymond, Haileybury and New Liskeard, make walking and cycling a viable mode of transportation for many routine trips in the community. With the existing STATO trail infrastructure connecting the communities of Temiskaming Shores, and with a regularly scheduled transit service reaching all areas of the community, Temiskaming Shores is well situated to establish non-automotive transportation as a viable alternative for many residents, provided the City and its partners can facilitate a shift in attitude and culture within the community.

To help guide this cultural shift, a suite of active transportation programs informed by best practices from around North America is being proposed to supplement the City's investments in physical infrastructure to support walking, cycling and wheeling. The recommendations contained in this chapter are based on the successes and lessons learned from comparable municipalities in Ontario and beyond. Recognizing that one size does not fit all, these programs target a wide range of audiences, including students, women, seniors, Indigenous People, tourists, Franco-Ontarians, and other groups with unique perspectives and needs. While the programs described in this Chapter provide an effective starting point for the City, additional consideration should be given to expanding support for priority groups to create programs that address the barriers faced by some groups to participate in active transportation. Future considerations for programming could help to address barriers related to finances, systemic discrimination, language differences, cognitive ability and risk tolerance.

The programs presented here have been shaped by local expertise – they are designed to support existing initiatives, build on the City's successes and leverage the relationships that already exist within the community to create more support for, and excitement about, active transportation. The recommendations are based on best practices but are filtered through the local context and the knowledge of key stakeholders within the City, producing a truly made-in-Temiskaming Shores option to boost the culture of active transportation.

1.1 EDUCATION AND ENCOURAGEMENT APPROACH

Developing a suite of programs that help to change attitudes and behaviours regarding active transportation can be a complicated process. There are a wide variety of programs that can be adopted and implemented to support a community's goal of becoming a better place to walk, bike or wheel but many of the most effective interventions fall into one of two categories: Education and Encouragement (**Figure 1**).

Education measures empower people with knowledge – these programs can help to break down misconceptions, provide residents with new skills or provide a new way of looking at a problem. Common goals of education programs relating to active transportation include teaching safe and effective bike handling skills, educating people driving about the rights and responsibilities of people walking and cycling or providing information about the potential time and cost savings that could be generated by switching to active travel. Specific examples can include bike rodeos in schools to teach safe bicycle handling skills or programs that emphasize the benefits of active travel.

Encouragement measures enhance the appeal of certain forms of behaviour, both at the individual level and more broadly within the community. This can include initiatives that raise the profile of active transportation by offering interested users an opportunity to try something new with a low (or no) barrier to entry. Specific examples include guided community walks or “Slow Rolls”, pop-up demonstrations at local festivals where residents can try out an E-Bike free of charge or friendly competitions between schools or workplaces to see who can log the most kilometers of active travel in a month. Encouragement initiatives can also include incentives that make it easier to consider travel by active transportation, either through giveaways of important materials like bike lights, reflectors or water bottles, or through benefits like a rewards or discount program for customers who arrive on foot or by bike.

When supported by investments in physical infrastructure to enhance the safety and comfort of active travel, programs that help educate and encourage residents to use active travel more often have been proven to increase support for, and use of, active transportation. These programs are often orders of magnitude cheaper than investments in physical infrastructure, but they pay dividends in shifting the culture of a community and creating an environment where active transportation is more socially accepted and supported.

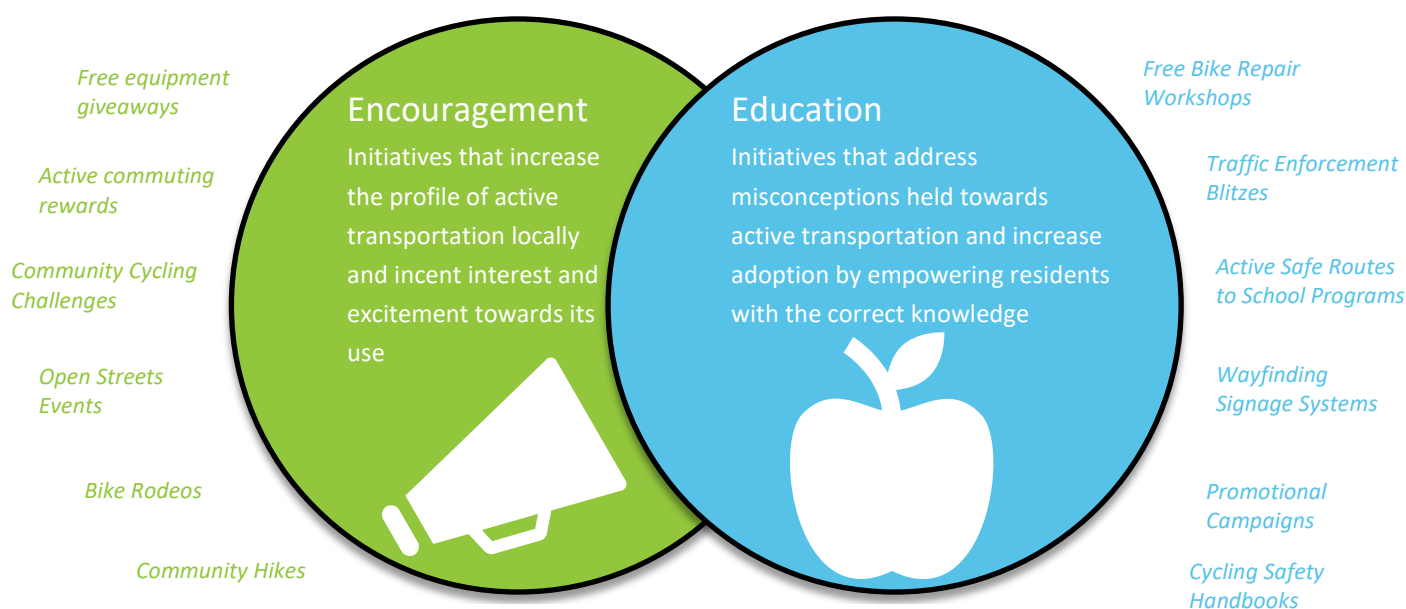


Figure 1: Diagram listing suggested active transportation programming initiatives, categorized within the encouragement and education approaches

1.2 PLAN FOUNDATIONS

The development of a suite of programming recommendations relied on a thorough understanding of both best practices with regards to active transportation education and encouragement and the local context within the City of Temiskaming Shores. To develop a set of programming guidelines that meet the needs of the community, a best practices review of plans from comparable municipalities was combined with a policy review and extensive stakeholder consultation, helping to produce a suite of programs designed to support the social infrastructure of active transportation within Temiskaming Shores.

1.2.1 BEST PRACTICES REVIEW

To ensure all active transportation programming recommendations reflected leading technical guidance, an extensive background review was completed among a series of comparable municipalities. This exercise was useful in identifying the range of programming ideas that could be applied within Temiskaming Shores as well as relevant lessons and trends on which ones feature the greatest likelihood of success. Recognizing that the success of any active transportation program is dependent on the local context, results of this research served only to develop a list of recommended programming initiatives, which were reviewed and confirmed by local stakeholders. The results of the best practices review are shown below in **Figure 2**.

WW	Whitewater Region Active Transportation Plan Relevant Programming Ideas <ul style="list-style-type: none"> • Community based bike share program • Wayfinding & Signage Plan • Inventory and purchase of bike racks • Bike and trail equipment giveaways
UXB	Uxbridge Active Trails Strategy Relevant Programming Ideas <ul style="list-style-type: none"> • xFamily Bike Days • Data Collection • Bike Valet Program • Downtown Bike Corrals
PET	Penetanguishene Cycling Strategy Relevant Programming Ideas <ul style="list-style-type: none"> • Cycling Instructor Training Fund • Town facilities enhanced as 'bike hubs' • Open Streets events • 1 metre safe passing law campaign
WH	Prince Edward County Cycling Master Plan Relevant Programming Ideas <ul style="list-style-type: none"> • Wayfinding Signage • Staging and Rest Areas • Annual bike summit • Active School Travel Program • Routine community bike rides.

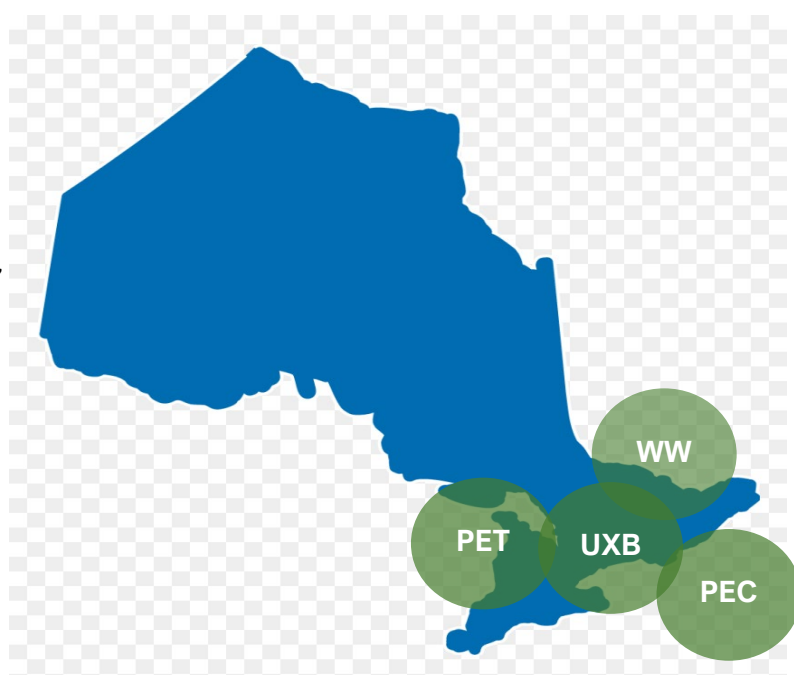


Figure 2: Map depicting the location of municipal case studies examined as part of the programming best practices review

1.2.2 POLICY SCAN

Key to understanding the local context as it relates to active transportation programming was an extensive review of relevant policies already adopted by the City. Documents most essential to this review included the City's Cultural Plan (2013), Recreational Master Plan (2020) and Age Friendly Community Plan (2016). Key insights and details from each document are presented below, where the relevant sections from each planning document are connected to the overall goal of developing a suite of programming recommendations that compliment the goals of the Active Transportation Plan. As the elements of the programming chapter are implemented, they will help to connect to the City's broader goals of creating a more active, engaged and connected community, aligning with the City's previously approved strategic priorities. A more detailed overview of these documents is provided within the Vision and Policy Discussion Paper in **Table 1**.

Table 1 List of Policy Documents reviewed as part of the development of the ATP programming recommendations.

Municipal Plan	Document Description	Relevant Insights
 <p>City of Temiskaming Shores Municipal Cultural Plan April 2013</p>	<p>Outlines recommendations to strengthen the City's cultural sector by leveraging existing assets and identifying strategic investment opportunities that align with local community objectives and goals</p>	<ul style="list-style-type: none"> Recognizes the city's sports and recreational sector as key pillars of its cultural sector; Acknowledges investments that support place-making and improved livability as equally beneficial to the City's cultural sector (attraction and retention of creative class workers and industries); and Identifies existing annual events as tourism draws with potential for expansion
 <p>RECREATION MASTER PLAN City of Temiskaming Shores</p>	<p>Identifies demand for recreational services and facilities within the City and proposes a community led, strategic approach to addressing those needs within the next 10 years</p>	<ul style="list-style-type: none"> Recommends that the city leverage its strong scenic and natural landscapes to encourage greater social and recreational activity; Suggests partnering with local sports groups and agencies for assistance in the delivery and administration of new and improved recreational programming; and Support recreational programming within key local and regional travel destinations, such as Haileybury Beach, Downtown New Liskeard and Devil's Rock
 <p>AGE FRIENDLY COMMUNITY PLAN City of Temiskaming Shores and Area Kawartha Lakes, Ontario</p>	<p>Seeks to make the community accessible to all age groups through the adoption of new standards, practices and programs that promote inclusivity among all residents.</p>	<ul style="list-style-type: none"> Recommends the adoption of a more coordinated communications protocol that reduces barriers to access local community services and programs; Urges new building standards and investments into pedestrian friendly amenities such as more public seating and community maps within key shop areas and along local trails; and Recommends improved access to recreation and social programming which better support and accommodate the needs of older adults.

1.2.3 PUBLIC CONSULTATION

While policy documents and best practices provide the basic outline for a suite of new programs to support active transportation, community engagement is necessary to ensure that the programs that are recommended are supported by, and resonate with, the community. In order to better understand the capacity of stakeholders and the attitudes of residents, several different community engagement activities were delivered as part of the development of this Plan. These included a series of workshops and interviews with key stakeholders, an online survey hosted on the City's project webpage and a virtual public information center hosted on November 4th, 2021. At each stage of the process, engagement centred on identifying programs that have already worked in Temiskaming Shores, building upon those successes and connecting partners who are already working to deliver new programs with one another to support their ongoing efforts. While a complete engagement summary is featured in the Engagement Discussion Paper, provided below are some key insights related to programming.

Stakeholder Working Group Workshop #1 [May 27th, 2021]

Event Description

Held to develop a "Quick Wins Strategy" which identified projects that could be implemented immediately, and have stakeholders share their strengths, weaknesses, opportunities as it relates to the City's active transportation system.

Relevant Findings

- Important to develop an effective wayfinding system which highlights connections between the STATO Trail and key travel destinations;
- Utilize funding from the Federal Government's Healthy Community Initiatives fund to implement bicycle parking in the downtown cores and introduce bike hubs with bike rentals and repair services; and
- Sponsor new active transportation amenities within local downtowns to support beautification and AT convenience.

Stakeholder Interviews [May 27th, 2021]

Event Description

Interviews among 8 different stakeholders from key local agencies, including City staff, the local public health unit and Active Travel Committee. The goal of each interview was to enrich understandings of the local active transportation context, with 4 questions posed specifically about programming:

1. What are some programs and who are the partners?
2. What are some programs you think the City should explore?
3. Who should lead program development and who should support?
4. Which programs should be prioritized?

Relevant Findings

- Provide more greenery and shading elements within the local downtowns;
- Leverage the city's strong history of local fundraising and funding applications to support active transportation investments;
- Provide more bike parking near key travel destinations and encourage more cycling supportive amenities (i.e. showers and lockers) among local businesses;
- Broaden the mandate of the BFCC to include investments into active transportation
- Develop an app or use the city's website to provide real time updates on trail conditions; and
- Expand the existing bike exchange program into an all-year round bike hub / bike rental service.

Online Survey [May – June 2021]

Event Description

To provide the public with an opportunity to share their priorities for the ATMP an online survey was hosted on the City's website for roughly a month. The survey generated 283 responses in total, including feedback items directly related to supportive programming.

Relevant Findings

- Survey respondents identified an improved maintenance scheme to better maintain the active transportation network as a key priority;
- Survey respondents listed the provision of additional amenities along active transportation routes (i.e. benches, fountains, bike racks) as an important priority; and
- Survey respondents encourage the City to provide additional education on how roads are to be properly shared with cyclists.

Council Survey [May – June 2021]

Event Description

To better understand the priorities of the City's elected council as it relates to active transportation, an anonymous survey was distributed among sitting members. Questions included on the survey pertained to their understanding of existing facilities and conditions, aspirations for the ATMP and suggestions of notable agencies to partner with.

Relevant Findings

- Important the plan improve awareness of local active transportation facilities among residents;
- Strived to promote active transportation use among all age demographics, particularly older cohorts; and
- Suggested that the OPP, tourism-based businesses and sightseeing groups be included within project consultations.

Stakeholder Working Group Workshop #2 [September 28th, 2021]

To confirm preliminary ATMP recommendations, the project’s stakeholder working group was convened for a second workshop. The event was held remotely and facilitated through a presentation which informed participants of project progress made to date. Using the interactive Miro board tool, the event also invited attendees to comment on the appropriateness and prioritization of 17 different suggested programming ideas, identified through best practices research. This involved having participants assign programming ideas within one of three degrees of prioritization: primary, secondary and tertiary (Figure 3). Additionally, participants could add their own ideas to the existing list, for others to comment on and assign among the three prioritization categories.

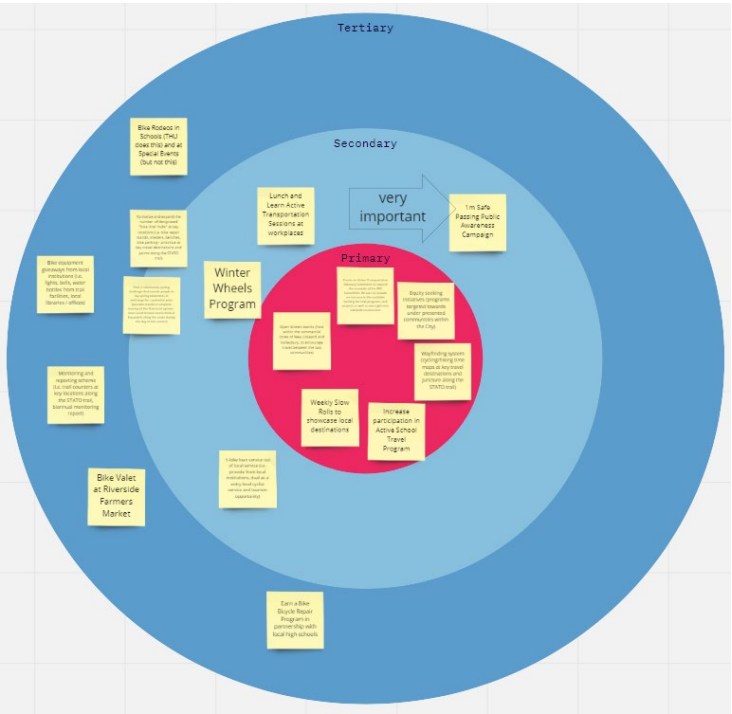


Figure 3: Screenshot of the diagram used to collaboratively assign implementation horizons to the ATMP’s programming recommendations

Primary

- Weekly Slow Rolls to showcase local destinations;
- Open Streets events (host within the commercial cores of New Liskeard and Haileybury, to encourage travel between the two communities);
- Increase participation in Active School Travel Program;
- Wayfinding system (cycling/hiking time maps at key travel destinations and juncture along the STATO trail);
- Equity seeking initiatives (programs targeted towards underrepresented communities within the City); and
- Create an Active Transportation Advisory Committee to expand the mandate of the BFC Committee. Be sure to include an increase in available funding for new projects as well as oversight over sidewalk construction.

Secondary

- 1m Safe Passing Public Awareness Campaign;
- Lunch and Learn Active Transportation Sessions at workplaces;
- Winter Wheels Program;
- E-bike loan service out of local service (i.e. provide from local institutions, dual as entry level cyclist service and tourism opportunity);
- Host a community cycling challenge that incents people log cycling kilometers in exchange for a potential prize (possible involve a complete touring STATO trail system – have small festival events held at key points along the route during the day contest); and
- Formalize and expand the number of designed “bike / trail hubs” at key locations (i.e. bike repair stands, shelters, benches, bike parking – prioritize at key travel destinations and points along the STATO trail).

Tertiary

- Bike Rodeos in Schools and at Special Events;
- Bike equipment giveaways from local institutions (i.e. lights, bells, water bottles from trail facilities, local libraries / office);
- Monitoring and reporting scheme (i.e. trail counters at key locations along the STATO trail, biannual monitoring report);
- Bike Valet at Riverside Farmers Market and other community events; and
- Earn a Bicycle Repair program in partnership with local high schools.

Based on the feedback from the Stakeholder Working Group and discussions with City Staff, a “tiered” approach to active transportation programming was developed for the City of Temiskaming Shores. This structure is designed to help the City to prioritize its investments in education and encouragement programming as it begins to form a stronger relationship with the partners already working on active transportation within Temiskaming Shores, and to guide the City as it moves towards a more multi-modal future.

1.3 PARTNERS

To create a culture of cycling and active transportation in Temiskaming Shores, the City will need to build strong, stable and effective partnerships with stakeholders at the local, regional and provincial level. **Table 2** outlines potential partners for the Township and the elements of the Programming Plan that each stakeholder could be responsible for.

Table 2 Suggested Local partners to support the ATMP's programming recommendations

Partners	Roles
Bike Temiskaming Shores / BFC Committee / Proposed Active Transportation Committee	One of the recommendations contained in this plan is to expand the mandate of the BFC Committee to encompass all areas of Active Transportation. Regardless of whether or not this recommendation is followed, the existing Committee will serve as a delivery agent for new programs and projects within the City. The Committee has shown itself to be capable of planning and delivering events in the past, and there are opportunities to empower the committee to do even more not only to advise the City on implementation of new infrastructure, but also to organize and deliver events to build a stronger culture of active transportation. Committee members possess a strong understanding of the local context and will be key to marshalling resources to support the implementation of this Plan. For the purposes of the remainder of this section, we will assume that the BFC Committee would be transitioned over to become an AT Committee, so that is how the remainder of this section will refer to this group with regards to assigning responsibilities.
Temiskaming Accessibility Advisory Committee	The Accessibility Advisory Committee can provide input as the Plan moves forward to ensure that Temiskaming Shores' plans build accessibility into every level of decision-making within the City.
STATO Trail Group	The STATO Trail Group has led the development and ongoing maintenance and operations of the STATO trail system which is and will remain a key component of the City's active transportation system.
Ontario Provincial Police (OPP)	The OPP is an important partner in promoting safe road use for all users. Police officers can deliver educational and public awareness messaging, can help with Bike Rodeos and cycling education at schools, and can play a role in sharing information about collisions and citations with City staff in order to better inform infrastructure decisions.

Partners	Roles
Temiskaming Road Safety Coalition	Volunteer led group of residents advocating for improved traffic safety across Temiskaming Shores. As a trusted community voice, the group remains a vital partner in developing context sensitive design solutions and programs.
Temiskaming Shores and Area Chamber of Commerce	A formal body representing and advocating on behalf of the interests of the business community within the City of Temiskaming Shores. The Chamber of Commerce is a key partner in developing context-sensitive solutions that support the vitality of key commercial areas within Temiskaming Shores and aligning active transportation initiatives with existing tourism efforts.
New Liskeard BIA	Downtown New Liskeard is an important destination within the City, and the businesses that make up the BIA will be important partners in delivering new programs to encourage people to walk, bike or wheel to the area.
Local Businesses	Businesses that are not represented by the BIA, including those in Haileybury and Dymond still have an interest in promoting active transportation, especially to their employees.
Temiskaming Shores Planning and Works Staff	It will be important for City staff to coordinate active transportation initiatives with the scheduled implementation of new supportive infrastructure to best advance objectives of the ATP. The City already has existing AT-related programming, including Active School Travel Programs and an Age Friendly Community Coordinator
Timiskaming Health Unit	The Timiskaming Health Unit has been an active, trusted supporter of active transportation in Temiskaming Shores for many years. A trusted partner who advises the Bicycle Friendly Community Committee, Road Safety Coalition, Age Friendly Community Coordinator and Active School Travel Committee, the Health Unit will continue to play a central role in promoting and supporting active transportation in the City of Temiskaming Shores.

1.4 PROGRAMMING RECOMMENDATIONS

The approach taken by this Plan is to provide the City with a list of initiatives that can be undertaken over the next several years, with new programs being added into the City’s “toolbox” to support active transportation as the City and its partners expand their reach and capacity around active transportation. The recommendations are organized into three “tiers”, which provide some guidance for the City with regards to prioritizing their investments. Based on existing capacity, an understanding of the desires of the community and research about best practices relating to active transportation programming, this Plan outlines an implementation plan that scales up the level of effort and investment as the active transportation community continues to grow in Temiskaming Shores, providing programs that will reach new audiences and grow active transportation for years to come. The three “tiers” of programming are:

- **Phase 1: Foundations**

Programming initiatives likely to generate the greatest participation that ought to be adopted first to establish a foundation upon which further involvement within active transportation can grow.

- **Phase 2: Basic Programming**

Programming initiatives that maintain the momentum of increasing active transportation involvement and begin the process of facilitating a deeper cultural shift in support of active transportation.

- **Phase 3: Advanced Programming**

Programming initiatives that tailor to a wider range of potential active transportation audiences and help to establish a more mature culture of active transportation.

While there is no single route to becoming more bicycle friendly, it is recommended that the City focus on fully implementing the recommendations in each category before rolling out initiatives in the subsequent categories. For example, when determining how to spend programming dollars, the preference should be given to funding the programs in the “Foundations” category before moving on to programs in the “Basic” category, and programs in the “Basic” category should be fully implemented before initiating programs in the “Advanced” category. The delineation between these programs is based on extensive research and experience with Community-Based Social Marketing (CBSM) and is designed to facilitate both cultural and individual shifts in belief, behaviour and attitude towards active transportation in Temiskaming Shores. With that said, however, it is important to acknowledge that circumstances may change, so these assumptions and recommendations should be revisited regularly to ensure that they remain relevant. All of the programs outlined in this section will have a positive impact on the City’s active transportation culture, so should funding become available to pursue a program that is beyond the tier that the City is actively working on, the City and its partners should still pursue that funding.

The tiers as presented here provide a cost-effective way to deepen the City’s connections with its partners and its residents as it relates to active transportation. By investing strategically, seeking funding support from higher levels of government and building on the existing partnerships within the City, Temiskaming Shores could well achieve all of the goals set out in this Chapter within 5-6 years, firmly positioning the City as one of Ontario’s leading communities in promoting a cultural shift towards active transportation.

1.4.1 PHASE 1: FOUNDATIONS

The first phase of programs includes initiatives with broad appeal that are likely to generate the greatest involvement and establish a stronger culture of active transportation within Temiskaming Shores. These programs

build upon existing initiatives already underway within the City and focus largely on learning lessons from comparable municipalities in Ontario and beyond. While the City and its partners have proven that there is the capacity to run programs to support active transportation through leveraging existing staff resources or relying on volunteers, the programs presented here would represent a significant increase in the level of effort required to deliver them. As the number of new programs and the number of new partnerships begins to grow, it will be difficult to maintain that growth when work and responsibilities are dispersed across multiple departments and committees. For that reason, it is **strongly recommended that the City Establish and Active Transportation Coordinator position** to serve as a centralized resource for all things related to active transportation. This plan has been developed in a manner that allows for the AT Coordinator position to be “scaled up” over time – starting out as a Summer Student contract position, potentially funded by the Canada Summer Jobs program, and eventually scaling up to a full-time, or nearly full-time, position once the active transportation portfolio is at a more mature stage in the City. The recommendations below also assume that both the Active Transportation Committee and the AT Coordinator will be the primary delivery agents for new programs in the City. The partners listed under each program will serve to either support or co-lead each initiative, but the presence of the Committee and Coordinator as the lead for each program should be assumed.

The remainder of the suggestions in the “Foundations” section will operate on the assumption that this resource is in place. If the staff person is not hired, these programs are less likely to be as successful, although they could still come to fruition with the support of the City’s numerous partners, advisory committees and volunteer groups.

PROGRAM #1: ROUTINE COMMUNITY SLOW ROLL EVENTS

A simple yet effective program to encourage greater active transportation use is through hosting regular community walks or bike rides. Sometimes referred to as slow rolls (when the event is a bike ride), these events provide residents with the opportunity to engage in an enjoyable, social activity while also exposing them to the possibilities that exist for getting around the local area actively. Given its cultural relevance and design as a protected all ages and abilities facility, events should be arranged along key sections of the STATO trail or within the City’s urban centers where travel destinations remain within more bikeable / walkable distances. Key components of a successful community ride or walk program include:

- **Regularity:** walks or rides should be held on a regular basis, to provide predictability and allow for casually drop ins and outs;
- **Visibility:** walks or rides should be distinctively branded, to improve their awareness within the community;
- **Accessibility:** walks or rides should be done at a pace that is accessible to inexperienced participants and allows for socialization; and
- **Socialization:** walks or rides should encourage community building, allowing participants to become acquainted with each other and the sites and business that make up the local area.

To assist with event organization and sponsor insurance for ride and walk leaders as necessary, the city and BFC committee should remain lead organizers

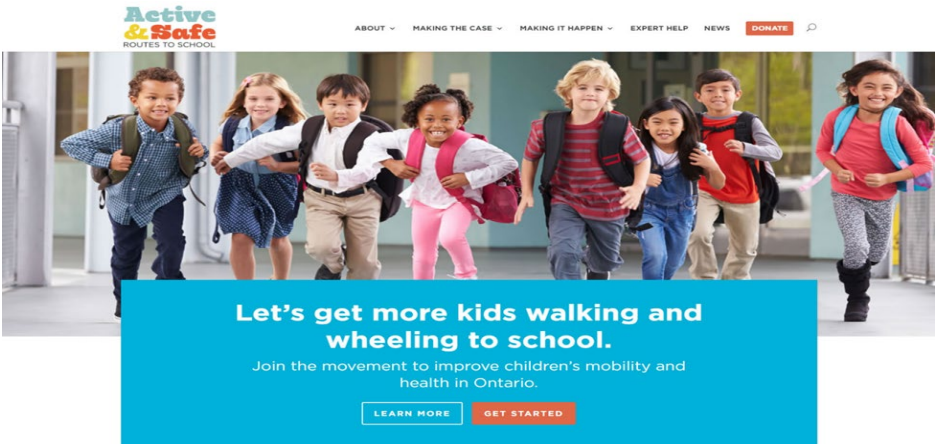
Recommended partners:	<div>– Age Friendly Community Coordinator</div> <div>– Temiskaming Road Safety Coalition</div> <div>– Temiskaming Shores Chamber of Commerce</div> <div>– Service clubs</div> <div>– Local businesses</div>
Estimated Costs:	<div>– \$2,500 per year for insurance and promotional costs</div>
Inspiration:	<div>– Windsor-Tecumseh Slow Ride(here)</div>



PROGRAM #2: INCREASED ENROLLEMENT WITHIN THE ACTIVE SCHOOL TRAVEL PROGRAM

The Timiskaming Health Unit is aiming to expand the Walk N’Roll Timiskaming (previously known as Timiskaming Active School Travel) program to all schools within Temiskaming Shores, but that outreach largely depends on both the Health Unit’s internal resources and their ability to connect with the schools within the City. To accelerate implementation, the City could provide in-kind support by including Walk N’Roll messaging in their communications to their residents, both through the City’s Social Media Channels and through their partnerships with local newspaper and radio stations. As the Health Unit leads the development of new School Travel Plans, The City can incentivize school participation and support the existing participants by investing in physical infrastructure, such as crosswalks, signs, lighting or traffic calming elements as those items are recommended by the Travel Plans. As School Travel Planning advances in Temiskaming Shores, the City could also consider providing support for School Streets programs around schools within the City to provide an even higher level of safety and comfort for students to get to school using active transportation.

Recommended partners:	<div>– Timiskaming Health Unit</div> <div>– Age Friendly Community Coordinator</div> <div>– Active School Travel Committee</div>
Estimated Costs:	<div>– Approximately \$10,000 per year for outreach materials, advertising and infrastructure improvements</div>
Inspiration	<div>– Town of Ajax – Active and Safe Routes to School (here)</div> <div>– School Streets programs in Ontario (here)</div>



PROGRAM #3: OPEN STREETS EVENTS

A growing tradition practiced among municipalities around the world, Open Streets Events feature the temporary closure of a major roadway to cars to create additional space for active travel and recreational programming. Often designed as a large street fair, the event should be held within highly travelled areas, such as commercial main streets, to dual as an opportunity to support local commerce. Within Temiskaming Shores, it is suggested that an Open Streets event be held within the downtown areas of New Liskeard and Haileybury, to promote travel between the two urban centers. Coordinating the street closure required for the Open Streets event should be highly feasible, with similar arrangements required for several existing festivals, including Noel Village, Summerfest and Bikers Reunion. The City should also consider arranging a bike valet service and a community bike ride between the two downtowns along the STATO trail to encourage active commuting to the event.

Recommended partners	<div>– Village Noel, Annual Biker’s Ride Gathering Organizers</div> <div>– Temiskaming Shores Chamber of Commerce</div> <div>– Rotary club and local organizations</div> <div>– Recreation, Programming, Culture and Tourism staff</div> <div>– STATO Trail Group</div>
Estimated Costs	<div>– \$5,000 for organization and event related expenses</div>
Inspiration	<div>– Town of Kingsville – Open Streets (here)</div> <div>– Peterborough Pulse – Open Streets (here)</div>



PROGRAM #4: AT DISTANCE WAYFINDING MAPS AND SIGNS

Despite the City’s broad geography, most travel destinations within Temiskaming Shores remain concentrated within the urban centers of New Liskeard, Haileybury and Dymond. Many trips made within these communities could be easily replaced by active modes with most destinations situated within a 15 minute bike ride or a 20 minute walk within the City’s population centres. Even the distances between the communities are relatively short, with a trip from Haileybury to New Liskeard taking about 35-40 minutes on a bike, with the potential to make that trip in under 20 minutes when using an EBike. One of the challenges with promoting active transportation is that residents often assume that walking or cycling to a destination will take much longer than it actually does¹. That knowledge gap can be fixed, however, by promoting the large area of town that lies within a 5-, 10- and 15-minute bike ride of popular destinations. Research has shown that wayfinding, when deployed in a way that highlights safe, attractive routes and the relatively short time that it can take to move between destinations, can significantly improve how residents perceive walking and cycling². A detailed wayfinding strategy will help the City to determine the proper placement of signs and identify of key destinations. The development of a consistent design and style will help to develop and reinforce a distinctive Temiskaming Shores AT brand, boosting visibility and awareness of walking, cycling and wheeling in the City.

Recommended partners:	<ul style="list-style-type: none">– Temiskaming Shores and Area Chamber of Commerce– Temiskaming Road Safety Coalition
Estimated Costs:	<ul style="list-style-type: none">– \$20,000 for initial development of AT wayfinding strategy, purchase and placement of all signage and materials and \$10,000 for additional signage to complete the network
Inspiration	<ul style="list-style-type: none">– City of Peterborough AT Wayfinding system (here)



PROGRAM #5: ACTIVE TRANSPORTATION ADVISORY COMMITTEE

The City’s Bicycle Friendly Community Committee has been highly effective at developing new programs and projects to support cycling within Temiskaming Shores, but a similar measure of support has not been extended to pedestrian infrastructure and programs in the City. The City should consider expanding the mandate of the BFC Committee to serve as an Active Transportation Advisory Committee, providing the committee with the ability to advise City Staff and Council on investment priorities, organize and deliver programs and identify funding streams that the City could pursue. It is suggested that the City create a discretionary fund for the committee, to allow them to make small investments or purchases that can support the committees goals. This funding could be used for purchasing ad space, providing honoraria for speakers or cycling instructors or even investing in amenities like bike parking or seating. Like with the existing BFC Committee, local volunteers, advocates and subject matter experts should be prioritized when selecting new members on the expanded committee.

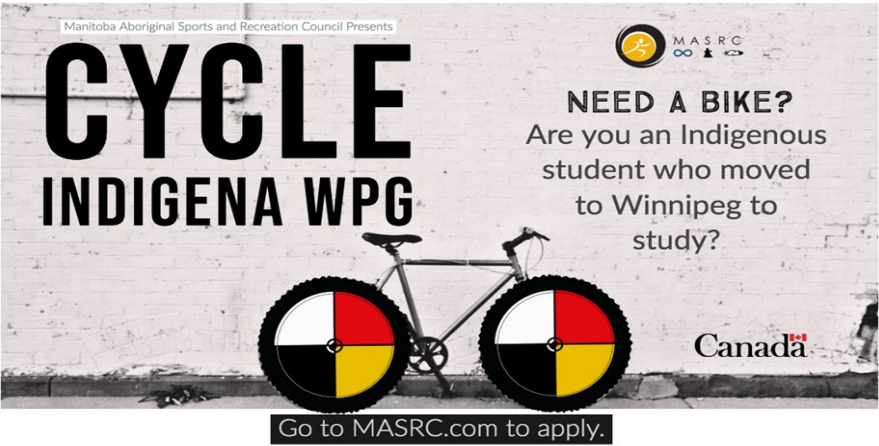
Recommended partners:	<ul style="list-style-type: none">– Timiskaming Health Unit– City Staff
Estimated Costs:	<ul style="list-style-type: none">– \$2,500 annually for committee discretionary funding to support active transportation initiatives
Inspiration	<ul style="list-style-type: none">– County of Essex “County-wide Active Transportation System” (CWATS) Committee (here)



PROGRAM #6 SUPPORT FOR MARGINALIZED COMMUNITIES

The City’s support for the Bike Exchange program is admirable, with the program distributing hundreds of bikes in recent years to residents of Temiskaming Shores and the surrounding communities. The City and its partners should consider how the existing Bike Exchange format could be supplemented with a more deliberate focus on equity to ensure that those residents who need bikes the most receive them first. Within Temiskaming Shores, women, Franco Ontarians, lower-income residents and Indigenous people are frequently identified as relatively underserved groups who could be supported by the bike exchange. To supplement the one-day bike exchange event, it is suggested that the bike exchange also create a database, in partnership with local service delivery agencies, of people who need a bike – not simply for recreational purposes, but for transportation around their community as well. By connecting with partners with a pre-existing relationship with marginalized communities, the City and its partners can also begin to create additional avenues for those residents to get involved as the City’s ATP is implemented. As more people get involved, consider adding bike maintenance skills training to the program offerings to help more residents keep their bikes on the road without relying on paying for repairs that they could perform themselves.

Recommended partners:	<ul style="list-style-type: none">– Accessibility Advisory Committee– Recreation Program, Culture and Tourism staff– Public Library Board– ACFO-Temiskaming– Keepers of the Circle
Estimated Costs:	<ul style="list-style-type: none">– \$5,000 per year for materials and support, plus in-kind support to organize the exchange event
Inspiration	<ul style="list-style-type: none">– Government of Canada Cycle Indigena Winnipeg Initiative (here)



1.4.2 PHASE 2: BASIC PROGRAMMING

Following the implementation of all Phase 1 (Foundations) programming, the City should proceed with adopting initiatives categorized with Phase 2: Basic Programming. These programs seek to build upon the foundational of cultural support and capacity for active travel built during Phase 1 by reaching out to a broader audience of residents. This phase includes educational campaigns, transportation demand management initiatives, promotional events and investments into supportive amenities which begin to solidify active transportation’s presence within the community. These programs are meant to supplement the broader initiatives introduced during Phase 1 and give individuals the extra push needed to make a behaviour change.

PROGRAM #1: WINTER WHEELS PROGRAM

Winter Cycling is growing in popularity in many communities across Canada from Calgary to Montreal and beyond. As a community that experiences all four seasons, it is important for Temiskaming Shores to consider how it can support active transportation all year round to reduce dependence on automobiles within the community. A program that has proven effective throughout Ontario is the Winter Wheels Program, first developed in the City of Peterborough. Winter Wheels programs invite residents to apply for support for Winter Cycling – it provides them with a studded front tire, a winterizing bike tune-up and other equipment like fenders, pannier bags and gloves, that are necessary for a comfortable winter riding experience. For selected participants, they are asked simply to try cycling through the winter, and to share their experiences with their families, friends and in promotional materials for the program. The program can help to start the process of normalizing winter cycling in Temiskaming Shores, creating an environment where more residents would consider trying it even if they are not part of the Winter Wheels cohort for that year.

Recommended partners:	<ul style="list-style-type: none">STATO Trail GroupMTOTransportation / Traffic DepartmentTimiskaming Health Unit
Estimated Costs:	<ul style="list-style-type: none">\$5,000 per year for equipment, education and promotional materials
Inspiration	<ul style="list-style-type: none">Windsor Essex Winter Wheels: Cycle Smart in Winter (here)Banff, Alberta’s Winter Cycling Supports (here)Ottawa EnviroCentre Winter Cycling Online Resource (here)



PROGRAM #2: 1M SAFE PASSING PUBLIC AWARENESS CAMPAIGN

In 2015, Ontario’s Highway Traffic Act was updated to require motorists to pass cyclists on roadways with at least 1 meter of space between them. Despite these legal changes, many motorists remain unaware of the law and its implications, creating safety risks for cyclists. To address this, the City should host an awareness campaign remind all traffic users of this legal requirement using its various communication channels. This includes online platforms, such as the city’s website and social media channels, as well as physical assets such as ads in the local newspaper and posted billboards. As the agents responsible for enforcing such regulations, the City should also partner with law enforcement, including the OPP, by organizing an accompanying education and enforcement blitz.

Be sure to make use of existing resources to promote the campaign – developing new materials can be costly and time-consuming!

Recommended partners:	<ul style="list-style-type: none">OPPMTOTimiskaming Health Unit
Estimated Costs	<ul style="list-style-type: none">\$2500 annually for printing informational materials and running social media ads with existing campaigns
Inspiration	<ul style="list-style-type: none">Peterborough County – A Metre Matters campaign (here)Ottawa Police Service – Sonar electronic device (here)



PROGRAM #3: LUNCH AND LEARN WORKPLACE ACTIVE TRANSPORTATION WORKSHOPS

As the community level conversation about active transportation begins to shift, it is important to begin offering more targeted interventions that reach more targeted groups of residents and engage them directly. An example of this type of program would be hosting educational workshops with local workplaces which teach employees about key aspects of active transportation. Suggested instructional modules can range from: Bicycle-Friendly Driver training, Basic Bike Maintenance and Cycle Commuting 101 to workshops that help employees build up their cycling skills or pair them with a co-worker who can serve as their active commuting “buddy” to provide mutual support to develop more sustainable commuting habits. These programs should be designed to take approximately one hour, and should offer a mix of practical, hands-on lessons and classroom-based lessons. Consider offering incentives to employees who take the courses, including gift certificates for local businesses or a catered lunch during the session, to improve participation and attendance.

Recommended partners:	<ul style="list-style-type: none">Timiskaming Shores and Area Chamber of CommerceRecreation Program, Culture and Tourism staff
Estimated Costs:	<ul style="list-style-type: none">None, costs would be covered by employers and other participating groups (staffed by city active transportation coordinator)
Inspiration	<ul style="list-style-type: none">Cycle Toronto’s Street Smarts Workshops (here)Bike Windsor Essex’s Learn to Ride Classes (here)



PROGRAM #4: E-BIKE LOAN SERVICE

Getting more residents to consider cycling not only requires a proper education of its benefits and how to do so safely, but a series of experiences that spark joy and excitement. Although cycling can be exhilarating, it can also feel intimidating for people who haven’t cycled in a long time, whose physical ability may be limited or who are worried about hills, wind and other challenging riding conditions. In Temiskaming Shores, where some steep hills, strong prevailing winds and relatively long distances may discourage people from giving cycling a try, the use of an electric assist bike can significantly reduce these concerns. Electric assist bikes, which feature a small electric motor that provides assistance while the rider is pedalling, make cycling easier and more accessible to everyone, but these bikes do come with a price tag that can be prohibitive to some users, especially if they have never tried them before. Given that financial barrier, it is suggested that the City purchase a select number of E-Bikes for residents to rent out. The service can be provided out of a local institution, such as a recreational facility, community library, or any other location that is easily accessed by residents. This would open up opportunities for people to see what is possible with an EBike in Temiskaming Shores, and would also provide a unique experience to offer to tourists and visitors to the City as well.

Recommended partners:	<ul style="list-style-type: none">STATO Trail GroupAccessibility Advisory CommitteeRecreation Program, Culture and Tourism staff
Estimated Costs	<ul style="list-style-type: none">\$10,000 for purchase of an initial fleet of E-Bikes
Inspiration	<ul style="list-style-type: none">Burlington Vermont E-bike / Cargo-bike rental service (here)



PROGRAM #5: COMMUNITY CYCLING CHALLENGE

An annual community cycling challenge, where residents are encouraged to cycle in contribution of a community wide goal, can provide the residents of the City with an opportunity to come together around walking and cycling in pursuit of a common goal. This goal can be a certain cumulative travel distance as a community, a collective fundraising goal or even a friendly competition between residents of each of the three communities to see who can log the most trips per capita over the course of a month. Hosting a community cycling challenge provides an opportunity to spotlight cycling within the community as well as offers a common, constructive cause that can motivate people to consider the activity themselves. Today, there are an increasing number of free apps available that allow residents to input either their kilometers ridden, or money fundraised in contribution of the cycling challenge’s set goal. These crowd sourcing programs make the organization and tracking of a community cycling challenge both simple and cost effective. As the challenge grows and evolves, consider encouraging workplaces, schools and other institutions to challenge their peers to see who can be the most active workplace or school in Temiskaming Shores!

Potential partners	<ul style="list-style-type: none">STATO Trail GroupTimiskaming Shores and Area Chamber of CommerceRotary club and local organizationsSurrounding municipalitiesOntario Active School Coordinator
Estimated Costs	<ul style="list-style-type: none">\$5,000 for promotion, website set up costs and a donation to local relevant cause
Inspiration	<ul style="list-style-type: none">Town of Halton Hills – Community Cycling Challenge (here)



PROGRAM #6: IMPLEMENT DESIGNATED AMENITY HUBS

Designing for comfortable and convenient active travel requires that all stages of a trip be considered – especially the end of a trip. Similar to how vehicle parking is provided when new developments are constructed, the City should be considering how cycling and walking are accommodated at popular destinations within the community. Features should be prioritized at key destinations and at important landmarks along popular routes and should reflect a complete and comprehensive understanding of an active traveller’s needs and concerns. When appropriate, existing amenities such as libraries, community centers, parks and other publicly owned land should be leveraged, to minimize the need for new easements. Common features which should be incorporated within these designated amenity hubs include:

- Bicycle parking units:** short-term and long-term units as well as seasonal “corrals” within highly trafficked areas;
- Shelters and rest areas:** comfortable seating options with enough coverage to protect users from the natural elements;
- Lighting:** adequate lighting to ensure user safety and minimize potential hazards due to obscured visibility;
- Water refill stations:** fountains or water bottle refill machines that allow active travellers to remain hydrated;
- Signage and wayfinding maps:** to address navigational needs; and
- Bike repair stands:** optional feature, fixture with a series of tools attached with allow travellers to preform basic maintenance on their bicycles for free.

Potential partners	<ul style="list-style-type: none">Town staffLocal businessesTimiskaming Health Unit
Estimated Costs	<ul style="list-style-type: none">\$3,000 - \$15,000 per “Rest Area” depending on the amenities provided. Budget \$5,000 annually.
Inspiration	<ul style="list-style-type: none">City of Toronto, Scarborough Bike Hub (here)



1.4.3 PHASE 3: ADVANCED PROGRAMMING

The third and final category of programming recommendations includes measures appropriate to implement once a strong active transportation culture has been established. These programs serve to both leverage the momentum of past initiatives as well as tailor the growing diversity of audiences now consider active transportation as either a mode of travel or recreational activity. Often requiring a higher degree of financial and human resources, programs should rely on either existing partnerships or establish new ones among local institutions and services, for support with planning, funding, and coordination. These types of programs should be undertaken once all the items in the “Foundations” and “Basics” are underway but could be expedited if an opportunity for an injection of resources from external funding sources arose.

PROGRAM #1: EARN A BICYCLE REPAIR PROGRAM

The experience with the Bike Exchange locally has shown that there is both a supply of, and a demand for, used bicycles of all shapes and sizes in Temiskaming Shores. The City can expand the value of this demand by partnering with local youth services agencies and High Schools to fund and administer an active “Earn a Bicycle” program. Consider working with High Schools to offer an Earn-A-Bike program where students participate in bike repair and bike shop maintenance while also building a custom bike for themselves. This helps to provide The Bike Exchange with the volunteer power it needs to refurbish more bikes, puts more bikes into the community and helps to provide residents (primarily youth) with transferable, applicable skills that can be carried forward in the future. The workshop would create an important community space for participants to bond over their shared interest in cycling and hopefully inspire lifelong participation in the activity.

Recommended partners:	<ul style="list-style-type: none">Local SchoolsAge Friendly CoordinatorOntario Active School CoordinatorRotary club and local organizations
Estimated Costs:	<ul style="list-style-type: none">None, staff time only.
Inspiration:	<ul style="list-style-type: none">Earn-a-Bike Program –B!ke Community Bike Shop, City of Peterborough (here)



PROGRAM #2: BIKE VALET AT COMMUNITY EVENTS

Bike Valet is a highly visible, effective way of showing a Community’s commitment to making cycling easier, safer and more convenient. Temiskaming Shores should host Bike Valet at the Riverside Farmers’ Market while it is in season, offer the service at regular festivals and events downtown - potentially staffing it with the active transportation coordinator and members of the AT Committee. This would provide a benefit to the community – providing people on bikes with a safe place to lock their bike while at community events and providing an opportunity for Municipal representatives to talk with riders about cycling in Temiskaming Shores. The City could also consider integrating bike valet into the special events permitting process to ensure that all special events in Temiskaming Shores include provisions for Bike Valet. This could be accompanied by a small fee for event organizers to pay for staffing at the bike valet, and could help the community make bike valet a more reliable element of special events in Temiskaming Shores.

Recommended partners:	<ul style="list-style-type: none">Recreation Program, Culture and Tourism staff
Estimated Costs:	<ul style="list-style-type: none">\$5,000 to purchase Bike Valet materials (tents, fencing, bike racks, tags, tables and promotional materials)
Inspiration:	<ul style="list-style-type: none">Town of Saugeen Shore – Bike Valet (here)



PROGRAM #3: COMPREHENSIVE MONITORING & EVALUATION SCHEME

One common challenge faced by smaller communities like Temiskaming Shores relates to the lack of data on active transportation to inform meaningful planning decisions. Failing to understand who is cycling and walking, where they are doing so, prevents the City from understanding where investments should be made and whether past decisions were effective. While there are many data collection methods available, a common approach involves installing trail counter devices to identify a baseline figure of the number of people using the trails every day. Within Temiskaming Shores, counters would be particularly essential along key segments of the STATO trail, a key component of the City’s active transportation network. In addition to trail counters, consider an annual in-person count program, potentially by partnering with a high school to offer volunteer hours for students who participate in observational counting. The in-person counting can be used to supplement and verify the data collected by the automated trail counters. Using this data, the City is advised to monitor ridership trends on an annual basis, as one indicator of the efficacy of past active transportation investments. Additional guidance on monitoring the success of this Plan and reporting on its impacts are found in the Implementation Discussion Paper.

Recommended partners:	<ul style="list-style-type: none">STATO Trail GroupLocal Schools
Estimated Costs:	<ul style="list-style-type: none">\$2,500-12,000 for counting and data collection devices.
Inspiration:	<ul style="list-style-type: none">Trail User Counters – City of Owen Sound (here)



PROGRAM #4: BIKE EQUIPMENT GIVEAWAYS

In addition to empowering cyclists with a proper education of road and traffic safety, the City should also assist them with procuring vital safety equipment. A common concern among all road and trail users is the lack of visibility of people walking and cycling, especially at night and during periods of poor visibility. Despite being required under the Highway Traffic Act, many cyclists lack a working light or bell on their bike to safely travel. To address this, the City should work with community partners to inform and distribute such basic, yet required, safety equipment. This can be achieved through a series of “pop-up” giveaways at local festivals or key points in the active transportation network (i.e. STATO trail, downtown Haileybury and New Liskeard), where cyclists are intercepted and given such materials for free. To support local active transportation branding efforts, it is also suggested that such materials be custom-designed and procured to feature the City’s logo. Suggested items that ought to be distributed include:

- Small, easy attachable bike lights;
- Bicycle bells;
- Adhesive light reflective bands; and
- Water bottles.

Potential partners	<ul style="list-style-type: none">— Timiskaming Health Unit— Local Bike Shops
Estimated Costs	<ul style="list-style-type: none">— \$1,000 annually for lights, bells, educational and marketing material
Inspiration	<ul style="list-style-type: none">— City of Ottawa - Lights on Bikes (here)— City of Thunder Bay – Light the Night (here)

PROGRAM #5: BIKE RODEOS

One of the most effective ways to create a stronger culture of cycling is to start with the youth in the community. With a small number of elementary schools, Temiskaming Shores can feasibly ensure that all local students receive cycling education through Bike Rodeos for a relatively small investment. Led by the active transportation coordinator, the City should strive to have all grade 5 students participate in a Bike Rodeo every school year. This will give all local students proper instruction in basic bike handling, helping to encourage safer cycling practices later in life, and healthier active lifestyles. To minimize costs and provide students with an opportunity to apply skills learned from the Bike Rodeos, the initiative should be coordinated with the Active School Travel Program (see Phase 1 Foundations Programming Recommendation# 1).

Recommended partners:	<ul style="list-style-type: none">— Local Schools— Ontario Active School Coordinator— OPP— Timiskaming Health Unit
Estimated Costs:	<ul style="list-style-type: none">— \$1,000 annually for insurance and materials. Courses delivered as part of AT Coordinator’s duties.
Inspiration:	<ul style="list-style-type: none">— Cycling into the Future – Waterloo Region (here)



MORE INFO:
CycleTO.ca/GetLit



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Wednesday evenings through November 4th

Lead Partner





2 IMPLEMENTATION SUMMARY

The programs and suggested prioritization outlined in Part 1 detail a strategic approach that the City can take to support a cultural shift in support of active transportation in Temiskaming Shores. To support these initiatives, additional staffing capacity will be required within the City, which is why the foundational recommendation from this section is to create an Active Transportation Coordinator position as soon as possible. The gradual scaling up of program offerings outlined here allows the City to slowly expand the role, starting off with a summer student position and eventually scaling up to a full-time position where the coordinator can support both the programming and the development of new infrastructure within the City. With this additional staffing support, the City will be well equipped to achieve the desired goals and objectives of the Temiskaming Shores Active Transportation Plan. A summary of the anticipated staffing resources, proposed programs and estimated costs for Phase 1, Phase 2 and Phase 3 proposed programs / initiatives, is presented within **Table 3**, **Table 4** and **Table 5**, respectively.

Table 3 - Summary of Programs for Phase 1: Foundations

Phase 1 Programs	Estimated Costs	Cost Frequency
<i>Routine Community Slow Roll Events</i>	\$2,500	Annual
<i>Increased Enrollment within the Active Safe Routes to School Program</i>	\$10,000	Annual
<i>Open Streets Events</i>	\$5,000	Annual
<i>AT Distance Wayfinding Maps & Signs</i>	\$20,000 (one-time) \$10,000 (one-time)	One-time cost Annual
<i>Active Transportation Advisory Committee</i>	\$2,500	Annual
<i>Support for Marginalized Communities</i>	\$5,000	Annual
Total Costs:	\$25,000 plus \$30,000	Annual Wayfinding Strategy and signage

Staffing resources required: 0.25 FTE

Table 4 - Summary of Programs for Phase 2: Basic Programming

Phase 2 Programs	Estimated Costs	Cost Frequency
<i>Winter Wheels Program</i>	\$5,000	Annual
<i>1m Safe Passing Public Awareness Campaign</i>	\$2500	Annual
<i>Lunch and Learn Workplace Active Transportation Workshop</i>	\$0	One-Time

<i>E-Bike Loan Service</i>	\$10,000	One time
<i>Community Cycling Challenge</i>	\$5,000	Annual
<i>Implement Designated Amenity Hubs</i>	\$5,000	Annual
<i>Total Costs:</i>	\$17,500 \$10,000	Annual One-time cost

Staffing resources required: 0.25 - 0.4 FTE

Table 5 - Summary of Programs for Phase 3: Advanced Programming

Phase 3	Estimated Costs	Cost Frequency
<i>Earn-A-Bike Repair Program</i>	\$0	Annual
<i>Bike Valet at Community Events</i>	\$5,000	One-time
<i>Comprehensive Monitoring & Evaluation Scheme</i>	\$5,000	Annual
<i>Bike Equipment Giveaways</i>	\$1,000	Annual
<i>Bike Rodeos</i>	\$1,000	Annual
<i>Total Costs:</i>	\$7,000 \$5,000	Annual One-time costs

Staffing resources required: 0.5 – 1.0 FTE

