



Sarnia

Bicycle Friendly Communities Workshop

April 10, 2018

Summary Report and Recommendations

Prepared by the Share the Road Cycling Coalition

Sarnia Bicycle Friendly Communities Workshop – April 2018

Summary Report

On April 10, 2018 The Share the Road Cycling Coalition facilitated a Bicycle Friendly Communities Workshop and a Community-based World Café for the City of Sarnia. The purpose of this Workshop was to help identify a path forward for the area to become more bicycle friendly through the development of new programs, projects and partnerships to make cycling more comfortable and accessible to all residents and visitors to the area. More than 80 community members, key stakeholders, Municipal staff and City Councilors heard new ideas and contributed their local expertise about how Sarnia can become a better place for cycling during a full-day, stakeholder focused workshop and a community World Café session.

The Bicycle Friendly Communities Workshop focused the efforts of attendees on developing strategies to advance new programs to support cycling in addition to creating innovative strategies for creating a stronger network of cycling infrastructure throughout the City and surrounding region.

During the workshop, participants helped to:

- identify the existing cycling assets and some of the challenges faced within their community;
- discuss opportunities for developing new programs, projects and partnerships to foster a stronger culture of cycling in Sarnia;
- articulate a five-year vision for cycling in Sarnia; and
- develop a two-year workplan for making progress toward that vision.

FIVE-YEAR VISION

The following vision for Sarnia to build a more bicycle-friendly community over the next five years (or sooner) was compiled based on the feedback received from workshop attendees and on best practices from other Bicycle-Friendly Communities across North America. The vision also takes into consideration available resources within the community.

By 2023, The City of Sarnia will be a leader in the realm of Active Transportation in Ontario. The City's relatively compact size, flat topography and good existing infrastructure make this an achievable vision if:

- The City focuses on creating a connected network of safe cycling infrastructure, especially east-west routes to connect the Blue Water Trails System to the Howard Watson Nature Trail.
- Neighbourhood streets are repurposed as Neighbourhood Greenways or Bicycle Boulevards to provide safe routes through residential areas, especially connecting to community destinations and schools
- Every school in Sarnia is engaged in the Active School Travel Planning process – led by a School Travel Planning Coordinator who connects with school staff and other stakeholders
- Cycling is integrated into more events that take place in the City. Either through the deployment of Bike Valet or by integrating bike-related activities into events.
- Community rides provide residents of all ages and abilities an accessible way to interact with their community by bike
- A Bike Share system is deployed, making bikes available to more residents and expanding their options for multi-modal transportation
- Sarnia Police and local bylaw officials work together to target infractions by both people driving and people cycling, and engage in broad public awareness campaigns
- The City invests in stronger data collection measures to effectively track the impact that investments in the cycling program are making within the community. Key priority indicators should include increased safety for all road users, increased ridership and increased awareness of community cycling assets.

While this vision may sound ambitious, through collaborative action focusing on the essential elements of being a Bicycle Friendly Community, we are confident that Sarnia can achieve meaningful progress towards these goals, especially if undertaken in tandem with infrastructure improvement. The essential programmatic elements of a more Bicycle Friendly Sarnia by 2023 are:

- **Engineering** – Sarnia’s existing cycling infrastructure assets will be connected by a number of high-quality cycling facilities, creating a network of safe, direct cycling infrastructure all over the City. Bike parking options will be expanded to include more long-term bike parking like bike cages, bike lockers and bike rooms, in popular destinations and multi-residential units. Intersection safety will be a priority, especially where popular multi-use trails cross busy roads, with the City utilizing provincial best practices to ensure the safety of trail users.
- **Education** – A more coordinated effort will be made by the various agencies and stakeholders working on cycling to ensure that education about cycling – both teaching people how to ride bikes safely and teaching people how to share the road with cyclists when driving, is made more available to the community. Sarnia will have several trained cycling instructors, and will offer courses to new and experienced riders to help encourage safe, legal cycling practices. All schools in Sarnia will have access to Bike Rodeos and other cycling education programs, and all schools will have an Active School Travel Plan to help students get to school actively and safely where possible. Educational efforts will also include public awareness campaigns designed to create better interactions between people driving and people cycling, as well as a focused campaign discussing the value of active transportation to the community.
- **Encouragement** – introducing new programs designed to get residents excited about cycling again is key to creating a culture of cycling. Sarnia will host a variety of different events during Bike Month which will make it easy and fun for residents to get back on their bikes. Bike Valet will be provided at popular community events and high-demand locations to ease the burden on parking spaces, and more information about cycling will be available online. Community rides, signature cycling events and Open Streets events will be regular features in Sarnia, and will help to grow the culture of cycling in the community.
- **Enforcement** – Sarnia Police and local bylaw officers will patrol Sarnia’s trails and roads by bike more often, making cycling a more visible part of the City’s identity. Sarnia will have bylaws relating to cycling that will reflect best practices across the province, and will engage community partners, including the SPS, in educating the public about changes to the Highway Traffic Act.
- **Evaluation & Planning** – Sarnia will be a leader in Ontario in the field of data collection about cycling, including cataloguing near-misses, gathering trip to school data and utilizing technology to count active transportation users, including permanent counters and video detection. More information about active transportation in Sarnia will be collected and shared publicly, including trail user surveys and economic impact assessments. Bike counters and GIS data will be collected regularly to assess the success of Sarnia’s cycling programs.

The workplan that follows, organized under the 5 Es of the BFC Program (with the exception of Engineering), outlines recommended actions Sarnia could take in the next two to three years to help it work towards achieving this 5 year vision. With more than 70 attendees between the workshop and World Café, it was not surprising that the initial list of potential actions was quite long and varied, and contained far more than would be realistic to achieve in a short time as outlined within this report. The initial list of brainstormed actions has been refined to include a number of high-impact activities, many of which are proven to be best practices in communities across North America.

It is important to remember that there are many ways to build a more bicycle-friendly community. This report contains suggestions for one path that could be followed to get there, however, it may be possible for Sarnia to substitute other actions that are not included in this plan and still achieve this five year vision for increasing bicycling.

WORKPLAN

FOUNDATIONAL ACTIONS: *This workplan features recommendations from across the 5 Es of the Bicycle Friendly Communities Program – Engineering, Education, Encouragement, Enforcement and Evaluation and Planning, but these recommendations will have the most impact if the suggestions in this section are undertaken first.*

Many of the actions in this document will rely on communication, partnerships and the sharing of resources across departments in Sarnia. For this reason, it is suggested that the City immediately take steps to:

- **Create a Sarnia Active Transportation Committee (SATC)** to coordinate various programs and projects moving forward -
 - Many of the suggestions presented in this document rely on more than one stakeholder to ensure success. A strong Active Transportation Committee can ensure that the required partnerships are in place to ensure the success of these new programs. Consider including engineering, planning and parks staff from the City and Lambton County, representatives from the cycling community, members of the Sarnia Police Service and Lambton Public Health and representatives from the local school boards, then structure this committee to have subcommittees or working groups focused on different areas, including education, encouragement, Bike Month and more to ensure that the broader committee can focus on building partnerships and discussing “big picture” topics.
 - It is also **strongly recommended** that this committee have an annual budget to organize and run events and invest in infrastructure projects like bike racks, bike repair stands etc as the committee deems necessary.

- **Establish an Active Transportation Coordinator position** to ensure that programs identified by the SATC are implemented and that new partnership opportunities are developed.
 - Sarnia has good staffing resources working on active transportation, but those resources are (by our understanding from the workshop) mostly concentrated within the Engineering department at the City. It is Share the Road’s experience that having a dedicated staffing resource on the Active Transportation **programming** file (as opposed to working on infrastructure design and development) is an extremely effective way of building a stronger culture of cycling within a community the size of the City of Sarnia, and it is **strongly recommended that the City follow through with this initiative**. This coordinator can help to minimize the duplication of efforts across the City, identify new funding opportunities and work to ensure regional implementation of new Active Transportation projects. Having a committee and a coordinator in place will dramatically improve the chances of success for this workplan.

This workplan will refer to the Sarnia Active Transportation Committee (SATC) frequently, but in most places those suggestions would best be done with the support of an Active Transportation Coordinator, reflecting the importance of the coordination role that these resources will play in moving the elements of this plan forward. If these pieces are not put in place, many elements of this plan can still be moved ahead by other agencies and stakeholders, but the implementation will be made considerably easier if these resources are in place.

ENGINEERING:

Attendees highlighted many existing assets already in place in Sarnia, including the Bluewater Trails System and the Howard Watson Nature Trail, but also highlighted the fact that there is no safe route connecting those two pieces of infrastructure. The new Colborne Road bike lanes, which had not yet been approved or implemented at the time of the workshop, were seen as a major priority to demonstrate a commitment to implementing the City's plans when it comes to cycling and are identified as a significant positive step forward for Sarnia. The suggestions that follow largely mirror Sarnia's existing and approved Transportation Master Plan when it comes to on and off-road infrastructure, with a few updated suggestions to account for the changes in best practices in the cycling field in Ontario.

Workplan: Cycling Network

Arguably the most consistent feedback received at the Workshop and World Café in Sarnia was the desire for well-connected, well signed routes to get across the City. With its relatively compact urban form, flat topography and moderate climate, Sarnia is ideally situated to be a cycling leader in Ontario with a few well-placed investments. Key themes as identified by workshop and World Café attendees are identified below.

Focus on a short-term implementation strategy to provide a well-connected Core route for cycling across and within Sarnia.	Attendees identified Colborne Road, Vidal Street, Brock Street, Devine Street, Rosedale Avenue, Capel Street and Cathcart Boulevard, along with an extension of the HWNT to the College as priorities to build out the core route. These routes are all identified in the City's Transportation Master Plan as well, many in the "Core Routes" Section of Appendix F – Urban Bike Network Proposed Bikeways . Attendees expressed a strong desire to see the City commit to establishing this core network within a 4 year timeframe, which would require the City to create an annual implementation strategy and dedicated budget for the projects listed.	Engineering staff Parks and Recreation Staff Operations / Public Works Staff SATC	Create implementation strategy in 2018-2019 Begin implementation in 2019, aiming for a 2022 completion of core routes
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<p>Create a series of Neighbourhood Access Bikeways in Sarnia to take riders north-south and east-west utilizing quiet residential streets with additional traffic calming elements</p>	<p>One of the safest and most comfortable types of cycling infrastructure is the Bicycle Boulevard or Neighbourhood Greenway – a linear residential street that has additional traffic calming elements like traffic diversion, speed tables, chicanes and more to reduce traffic speeds and volumes in order to make the route more comfortable for people who walk, cycle and live along. Attendees suggested installing 2 east-west and 2 north-south routes across town, potentially utilizing some of the existing signed bike routes and adding traffic calming elements to them.</p>	<p>Planning Staff Municipal Councils SATC</p>	<p>Identify routes in 2019, implement routes in 2020</p>
<p>As part of the overall cycling strategy, create and design effective wayfinding signage across Sarnia to direct people to popular destinations.</p>	<p>Wayfinding signage can serve many different purposes – from highlighting safe routes to informing riders about nearby destinations. Consider creating a wayfinding signage that directs riders to the on and off-road routes through Sarnia, provides clear information about the destinations and amenities along the route and provides information about the distance and estimated time to walk and cycle to those destinations¹.</p>	<p>SATC, Parks and Recreation Staff, Engineering Staff</p>	<p>2019-2020</p>
<p>Develop new safe crossings on the Howard Watson Nature Trail</p>	<p>Attendees nearly unanimously identified the crossings at Michigan Ave and Wellington Street as places where a signalized crossride² would benefit cycling safety and improve connectivity³.</p>	<p>Engineering Staff</p>	<p>One crossing per year installed in 2019 and 2020</p>

¹ The City of Waterloo has developed an excellent Wayfinding signage standard that they are willing to share with other municipalities. It can be seen here: https://www.waterloo.ca/en/contentresources/resources/living/Wayfinding_sign.jpg and if you are looking to modify the template for use in your community, we can put you in touch with staff at the City to get all of the templates.

² For an excellent example of a signalized trail crossing where a high-volume trail crosses a high-volume road, see what has been installed in Caledon at Airport Road here: http://walkandrollpeel.ca/projects/new_infrastructure.htm

³ There is newly released design guidance for trail crossings in Ontario as well – consult OTM Book 12A – Bicycle Traffic Signals for more information. <https://ontario-traffic-council.s3.amazonaws.com/uploads/2018/07/OTM-Book-12A-Bicycle-Traffic-Signals-March-2018.pdf>

<p>Improve cycling infrastructure on priority routes like Lakeshore Road</p>	<p>Attendees noted that Lakeshore Road, which is a key route for cycle tourists coming into Sarnia and for road riders getting out of the City, could be improved with a wide paved shoulder. This would greatly add to the appeal of the route into Sarnia, and would help to bring more people on bikes into the City to spend time and money in the community.</p>	<p>Engineering</p>	<p>As funding is available or road works are undertaken</p>
<p>Establish maintenance standards for trails infrastructure to provide opportunities for year-round riding.</p>	<p>Designate priority winter routes, especially trails that connect to community amenities, for enhanced winter maintenance. Also be sure to create spring and summer maintenance standards for bike routes and trails that include regular patrols, surface repair, vegetation control and path sweeping. When it comes to on-road infrastructure, Ontario's new Minimum Maintenance Standards establish clear guidelines for snow and ice removal, but standards for off-road infrastructure like trails is up to the municipality to determine. Ensure to communicate the location of priority winter routes widely. For an example of winter maintenance standards, see the City of Ottawa's winter cycling network information here.</p>	<p>Parks and Recreation Staff, Engineering and Public Works Staff, Lambton County Staff</p>	<p>2019</p>

Workplan: Bike Parking

A consistent topic identified at the workshop was the need for more bike parking all across Sarnia. Below are suggestions to make bike parking more easily accessible across the City.

<p>Create local Bike Parking Ordinances to ensure that new developments and employment areas have adequate, ample bike parking</p>	<p>Especially as Sarnia sees new growth, a strong Bike Parking Ordinance will ensure that people who ride have a safe, secure place to park their bike when they arrive at their destination by setting requirements for the provision of bike parking in new (and existing) developments. For an example of a best practice bike parking ordinance, see Cambridge, MA's ordinance here. Also ensure that all new bike parking provided adheres to the standards created by the Association of Pedestrian and Bicycle Professionals (APBP) found here.</p>	<p>Planning Staff Municipal Councils SATC</p>	<p>SATC to coordinate on policy in 2019, Council to approve in 2020.</p>
<p>Consider partnering with a local high school to manufacture new bike racks</p>	<p>There are excellent examples from around Ontario where municipalities and BIAs have partnered with local Secondary or Post-Secondary schools to fabricate new bike racks⁴. Consider a similar partnership to create visually interesting bike parking solutions in Sarnia.</p>	<p>SATC, BIAs, Chambers of Commerce, High Schools</p>	<p>2019</p>
<p>Expand the availability of bike parking all over Sarnia, with a specific focus on trip generators – major employment areas, downtowns, recreation centres etc.</p>	<p>Undertake a bike parking inventory to determine where bike parking is available and where gaps exist. Ensure that bike parking is available at all municipally owned facilities, and work to ensure that bike parking is provided at major destinations in the community. Ensure that all new bike parking provided adheres to the standards created by the Association of Pedestrian and Bicycle Professionals (APBP) found here.</p>	<p>Engineering staff Parks and Recreation Staff Operations / Public Works Staff SATC</p>	<p>Inventory in 2018, bike parking strategy in 2019</p>

⁴ For an excellent example of such a partnership, see page 9 of the 2016 Bicycle Friendly Communities Yearbook, profiling bike racks built at Belleville's Loyalist College: http://www.sharetheroad.ca/files/2016_Yearbook_FINAL_web.pdf

<p>Create a Bike Rack Partnership program, where the City purchases a large number of bike racks and makes them available at cost to businesses and other stakeholders</p>	<p>Small business owners and other community stakeholders have a lot on their plate – researching best practices for bike racks is not likely to be high on their task list. Ensure that the bike parking that they provide on their property is of sufficiently high quality by purchasing a large number of racks, making them available at cost and helping them select an installation site and offer installation assistance as well⁵. Also consider offering businesses the opportunity to be included on the City’s cycling map if they can show that they have adequate bike parking, or if they agree to purchase new bike parking capacity.</p>	<p>Chamber of Commerce, BIAs, Local Businesses, Public Works / Operations Staff</p>	<p>2018</p>
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⁵ For an excellent example of a program like the one described here, see what Thunder Bay has done with their Bike Racks for Businesses program: <https://www.thunderbay.ca/en/city-services/bike-parking.aspx>

EDUCATION:

- *Cycling Education:* Giving people of all ages and abilities the skills and confidence to ride a bicycle by offering educational programs and activities designed to engage with residents on how to ride safely and conveniently throughout the community.
- *Driving Education:* Educating car and truck drivers about how to share the road safely with cyclists, demonstrating respect and care for all road users.

Attendees identified improved education as a major priority for Sarnia to move forward in becoming more bicycle friendly. Attendees felt that area-wide efforts were required to better educate all residents about the value of sharing the road safely, with a special focus on cycling education for youth.

Education Workplan: Community and Public Awareness

Sarnia’s existing network of stakeholders that are promoting cycling is already very strong. From Bike Friendly Lambton to the Lambton Outdoors Club to the Green Drinks organization, there is a strong network that can be leveraged to spread the word about safe road use – we suggest creating a cycling communications and engagement strategy to ensure that these groups are sharing the same message, and that the message being shared is one that builds towards the creation of a stronger culture of cycling in Sarnia. Below are a suite of suggestions for more effectively engaging City Residents in the conversation about cycling and sharing the road.

Recommended Actions	Description	Groups	Timeline
Establish a cycling education subcommittee as part of the SATC to help coordinate the development and delivery of educational campaigns throughout the City.	When it comes to cycling education, there are many existing programs that can be adapted or simply utilized as they already exist in Sarnia. This subcommittee can identify the programs that would be the best fit for the community and can pool resources from all of the community partners to create new materials or modify existing campaigns. Set your communications priorities on an annual basis, and be sure to target all materials towards those objectives.	School Boards, Municipal Staff, Lambton County Staff, Public Health, SPS, BIAs and Chamber of Commerce, Parents	2018 – establish committee 2019 – begin programs

<p>As part of the work of the SATC Education subcommittee, create a Bike Sarnia brand and a vision for the key messages that the brand will share</p>	<p>Key messages as identified by attendees included a promotional campaign highlighting the ease of cycling in Sarnia using distance and time estimates to travel to popular community destinations, an exploration of the individual and community benefits of increased cycling participation, rights and responsibilities of people cycling and driving and explanations of how novel infrastructure like Pedestrian Crossovers, Crossrides, Bike Lanes and Neighbourhood Greenways work.</p>	<p>SATC</p>	<p>2019 and beyond</p>
<p>Identify education programs/ campaigns that could be replicated or modified for use in Sarnia to help engender a spirit of cooperation among all road users on the roads in Sarnia.</p>	<p>Other communities have created and tested education videos and campaigns, so why reinvent the wheel? Adapting existing resources and developing a dissemination plan can yield impressive results at a reduced cost. Good examples of existing programs include Thunder Bay’s cycling education videos,⁶ People For Bikes’ Travel With Care program⁷ or Waterloo Region’s Thumbs Up! Campaign⁸. For rural communities in the areas near Sarnia, messaging that focuses on large agricultural vehicles is also available from The Blue Mountains⁹. Share the Road has also developed a new campaign focused on the 1m safe passing law and the new penalties for not having adequate lighting on your bike. Those resources are available to all communities here.</p>	<p>SATC</p>	<p>2018 as early work done by SATC</p>

⁶ <https://safecyclingthunderbay.com/really-great-stuff/> - look under “Sharing the Road Short Films”

⁷ <https://peopleforbikes.org/travel-with-care/>

⁸ <http://thumbsupwr.com/resources/>

⁹ <http://www.thebluemountains.ca/share-the-road.cfm>

<p>Utilize your existing community assets to deliver cycling education to youth and seniors in the community</p>	<p>Consider integrating cycling skills education into activities already taking place at community destinations like the YMCA, Recreation Centres, Libraries, Seniors' Centres, and more. You can offer introduction to cycling courses, bike maintenance clinics or Try-A-Bike Bike rental programs at these existing community assets. A cycling skills day could be a great addition to a Day Camp program or an ongoing physical activity program.</p>	<p>SATC YMCA, Stakeholder agencies like Seniors' Centres Parks and Recreation Staff</p>	<p>2019</p>
<p>Connect with workplace wellness and health and safety committees to share the importance of active transportation and encourage new riders</p>	<p>Many workplaces in Sarnia already have active wellness committees, and they are already being engaged through a number of partnerships. Active commuting has significant benefits for workplaces, and connecting with those employers to create increased support for active transportation can help to build a stronger culture of active transportation in Sarnia.</p>	<p>SATC, BIAs, Chamber of Commerce, Wellness Committees</p>	<p>2019 – create workplace wellness curriculum and pilot.</p>
<p>Bring cycling safety education to where community members already are by creating a mobile cycling education and repair booth</p>	<p>The most important thing about cycling education is not reaching those who are already biking – it's reaching those that aren't cycling yet. Create a booth to be deployed at community events that has educational materials, including information about basic bike repair, to help encourage residents and visitors to try cycling again.</p>	<p>SATC</p>	<p>2019</p>

<p>Ensure that the dedicated portal for cycling on the City of Sarnia's website is relevant and always up to date</p>	<p>Having a website for Sarnia's Cycling information is a great step forward. Be sure to produce promotional materials to let residents know about the website, and ensure that City Staff communicate with members of the cycling community on a regular basis to keep content up-to-date and relevant to the community's needs. Also be sure to add pages about upcoming cycling events and some items that focus on the joy of cycling rather than just the technicalities of using the bike lanes in town.</p>	<p>SATC Communications Staff</p>	<p>Ongoing</p>
<p>Create educational resources to distribute to parents in Sarnia about sharing the road with cyclists and encouraging their kids to get to school actively</p>	<p>Parents are role models to their children – if they share the road safely, ride legally and wear bike helmets, their kids are more likely to do those things as well. Send resources home with kids from school to reach parents at home encouraging them to ride with their kids and informing them of upcoming events that include bikes. Resources are available on the Active and Safe Routes to School website here.</p>	<p>SATC School boards Public Health</p>	<p>2019</p>
<p>Create a cycling instructor fund with the goal of having cycling instruction available widely across the City.</p>	<p>One of the challenges identified by attendees was that cycling education is not widely available in Sarnia. By creating a fund to provide cycling instructor training each year, the City could move towards the identified goals of having:</p> <ul style="list-style-type: none"> • One instructor in each school in Sarnia • One Instructor in each large workplace (200 employees and up) • One instructor in each BIA, <p>By the end of 2022. Be sure to work with Share the Road to ensure that you are delivering instructor training in the most up-to-date way.¹⁰</p>	<p>SATC City Staff</p>	<p>Spring 2019 and ongoing</p>

¹⁰ The Ministry of Tourism, Culture and Sport is currently working towards a new cycling education program across Ontario. The new program will make a consistent curriculum widely accessible across the province, will expand the number of potential instructors and will help to modernize the lessons taught to people who want to learn about cycling. For more information, check out www.sharetheroad.ca/education for updates.

Run "Stay Safe, Stay Back" trucking campaign within Sarnia¹¹	Local professional truck drivers should be ambassadors for safe driving practices and training them on how to share the road safely with cyclists will help them be good role models. All materials for this campaign are available from Share the Road.	Public Health, City Staff Large Employers	2019
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¹¹ This campaign has recently been adopted by the City of Toronto, City of Ottawa, Tomlinson, Cavanagh and Karson Group. Digital resources are "ready-made" for printing and sharing online. Contact bfc@sharetheroad.ca for more details or visit www.staysafestayback.ca

Education Workplan: Schools and Youth

One of the keys to creating a community where cycling is more accessible and comfortable is to engage residents who aren't able to drive and to provide them with safe, reliable alternatives to being reliant on automotive transportation. Youth, by definition, cannot drive, so creating safe routes for them to cycle to school and providing them with the tools that they need to make the active, healthy choice to walk or bike to school are key to creating a great cycling community. Attendees at the Workshop and the World Café offered many great suggestions to help get more youth cycling in Sarnia. Those suggestions are presented below.

<p>Work with schools to deliver School Travel Planning¹² programs and Active and Safe Routes to School programming to all schools.</p>	<p>The importance of active school travel came up repeatedly throughout the workshop, so it is suggested that there be a specific effort through the SATC to work with schools to implement School Travel Planning (STP) Projects in Sarnia on an ongoing basis. In order to ensure that School Travel Planning succeeds, it is recommended that the SATC work with the local school boards and Lambton County Public Health to hire a School Travel Planning Coordinator¹³. The Ontario Active School Travel Fund makes funding available to hire STP Coordinators and bring STP programs into your community – be sure to apply for the Fall 2018 round!</p>	<p>SATC School representatives Municipal Staff Public Health</p>	<p>2019 – STP in one school per board. 2020 – 2 schools per board 2022 – all schools in Sarnia have STP</p>
<p>Work to organize new programs to help to get students to school actively and safely, including bike trains and walking school buses¹⁴.</p>	<p>In many cases, parents are already involved in their kids' transportation to school, driving them distances that are easily walkable or bikeable. Work through the SATC with School boards and local community groups to recruit parents to lead bike trains or walking school buses to help get kids to school actively and safely, and to teach healthy transportation habits for life.</p>	<p>SATC, School Representatives Parents</p>	<p>2018</p>

¹² For resources on how to create school travel plans, see here: <http://ontarioactiveschooltravel.ca/steps-to-success-the-5-es/>

¹³ A wide variety of school travel planning resources, including a coordinator job description, is available for free here: <http://ontarioactiveschooltravel.ca/school-travel-planning/school-travel-planning-toolkit/>

¹⁴ For a wide variety of resources about encouraging cycling to school, see this guide: [http://www.hastebc.org/files/uploaded/mikesmith/Cycling%20Manual%20EN\(1\).pdf](http://www.hastebc.org/files/uploaded/mikesmith/Cycling%20Manual%20EN(1).pdf) and for more information on how to start your own bike train program, see this guide from HASTe in BC <http://www.hastebc.org/resources/walking-school-bus-bicycle-train>

Spotlight on: Effective Cycling Education



Employees in Thunder Bay learn cycling skills during their lunch hour.

Cycling Education:

- Should be taught by a certified cycling instructor.
- Should be offered at flexible times, with a variety of courses available – consider a focus on beginner cycling courses*.
- Should ideally be offered on-site at large employers as a lunch and learn series.
- Should feature simple messaging for new riders, such as “stay off the sidewalks”, “stay visible and predictable”, and “always signal your intentions”.



Volunteers with Cycle Toronto hand out lights to riders to keep them visible while riding at night

Throughout the workshop, attendees emphasized that many residents don't know the rules of the road as they apply to bikes – whether they're on a bike or behind the wheel. Every effective cycling education campaign has two main parts – one focused on those who ride and one on the general public.

Education for people who drive:

- Should emphasize that people on bikes have a right to be on the road.
- Should focus on safe, courteous passing in accordance with the 1m safe passing law.
- Should feature messaging that emphasizes that people cycling are neighbours and community members.



Thunder Bay's “You Know Me, I Ride A Bike” campaign emphasizes that people on bikes are members of the community just like people who drive.

Attendees identified some key ideas to create better relationships between people driving and people cycling.

1. Humanizing the people on bikes – encouraging riders to tell their story, to highlight the fact that they're community members and neighbours.
2. Getting community leaders, especially Municipal Councillors, on bikes to better understand what the infrastructure and experience is like on two wheels.
3. Broad promotion of the rights and responsibilities of each road user – encouraging cyclists to signal, ride legally etc. and letting drivers know what to expect from riders – it's the unpredictability that often causes animosity.

*Note – Share the Road is currently working to modernize the cycling education curriculum in Ontario to make it more user-friendly. Follow along with our progress at www.sharetheroad.ca/education and be sure to reach out to our staff before undertaking any education activities to see what support we offer.

ENCOURAGEMENT: *Creating a strong bike culture that welcomes and celebrates bicycling through incentives, promotions and events that inspire and enable people to ride.*

Attendees felt that there was significant room to grow the encouragement efforts within Sarnia. Attendees identified a number of programs to encourage Sarnia residents to get back on their bikes, & also highlighted the importance of working with schools and businesses in the area to make cycling more comfortable for their employees & their guests. The workplan outlined here identifies programs that fall into 3 categories: **Shifting Up** are programs that already have a foundation in Sarnia, but could be expanded to have a bigger impact. **Sprint** programs are those that don't require a significant investment of time and resources to get off the ground, but that could help to build momentum and support for cycling. **Long Haul** programs are those that would require more investment of time and resources, but could have a significant impact on how residents travel around Sarnia in the long run.

Encouragement Workplan: Shifting Up

These programs are either already underway in Sarnia or they have a strong foundation laid for their success. In most cases, these suggestions are to take what the City is already doing and expand it to reach more people.

Recommended Actions	Description	Groups Involved	Timeline
<p>Expand your offerings of Bike Valet¹⁵ at a variety of community events in Sarnia, including at First Fridays, Farmers Markets and more.</p>	<p>Bike Valet can be a great way to reduce the parking burden at a popular event or location. With Blue Water Trails already having equipment for Bike Valet, there is an opportunity to expand the number of events that the service is available at. It was suggested at the workshop that Sarnia require Bike Valet as a condition under the Special Events Permitting requirements through the City, which would be a Best Practice in Ontario when it comes to Bike Valet. Sarnia could offer bike valet on an ongoing basis at places like Farmers' Markets to increase the visibility and uptake of cycling in the community. See the "Spotlight on: Bike Valet" section of this report for more details.</p>	<p>Parks Staff, Events Staff, SATC, Blue Water Trails Committee</p>	<p>ASAP</p>

¹⁵ For a great description of what Bike Valet is and how to run one, see here: <http://www.ibike.org/engineering/event-parking.htm>

<p>Organize more social rides in Sarnia to give more residents an opportunity to ride as a group. Host Slow Rides with family-friendly destinations to encourage new riders.</p>	<p>Attendees were pleased to see weekly rides already happening in Sarnia during the months leading up to GranFondo, but felt that the number of offerings could be expanded and that the audience could be shifted to encourage new riders to come out for a more social ride. Ensure that rides offer variety for residents – family rides should be done at a no-rider-left-behind pace, and could depart from local schools as a way to highlight safe local routes to and from school in the area, with other social rides like touring rides and cyclocross rides also offered to build a culture of cycling in Sarnia. Consider having the City support the development of these social rides by helping organizers obtain the necessary ride insurance to be able to deliver these types of rides. See the “Spotlight on: Social Rides” section of this report for more information and suggestions</p>	<p>SATC and community partners</p>	<p>Ongoing</p>
<p>Create a Stakeholder Outreach strategy, including a web-based portal to better connect with key groups who help move cycling forward.</p>	<p>Attendees highlighted the importance of stakeholder collaboration to ensure that the goals and objectives of the SATC plans are met. By engaging with stakeholder groups you can identify new avenues for outreach (by attending community events, reaching out into new community centres, pushing information out on alternative email lists etc), identify new champions for cycling in the community and ensure that stakeholders are speaking with consistent messaging. Consider creating a stakeholder email list and a dedicated web site for stakeholders where all relevant information, including program updates, public awareness campaign materials etc, can be found.</p>	<p>SATC</p>	<p>2019</p>

<p>Expand the number of local businesses participating in the Ontario By Bike Network</p>	<p>Ontario By Bike provides an excellent resource for cycle tourism in your community. Encourage businesses to play a more active role in promoting cycling by talking to them about the benefits of joining Ontario By Bike, and encouraging more businesses to provide bike parking, water bottle refills and other amenities for cyclists.</p>	<p>SATC, Economic Development, BIAs Chamber of Commerce, Ontario By Bike</p>	<p>2018</p>
<p>Continue to host Bike Month festivities in 2019 and beyond, expanding the number and variety of programs each year.</p>	<p>June is Bike Month in Ontario – and it is a great time to encourage new riders to get back on their bikes. Bring community partners together to form a Sarnia Bike Month working group to decide what kinds of events should be held and to organize those events. See Share the Road’s collection of Bike Event “Recipe Cards” for more inspiration.</p>	<p>SATC</p>	<p>Form working group in early 2018 for 2019 event planning</p>
<p>Expand your Bike Month activities to include “Commuter Stations” along trails and popular cycle commuting routes</p>	<p>Partner with local businesses to be able to deliver snacks, coffee, cycling essentials like lights and bells and more to people as they ride their bikes past the pit stops. These types of events add to the sense of joy that comes from cycle commuting and are a great way to show support for cycling all over the community.</p>	<p>SATC, local businesses</p>	<p>2019</p>

Spotlight on: Bike Valet



Volunteers in Windsor greet riders at their bike valet. Well-trained volunteers are a key component to a successful bike valet!

Bike Valet works like a coat check, but for your bike. You arrive at an event, check your bike in at a staffed, secure, fenced location and receive a ticket. At the end of the event, you trade your ticket in to receive your bike. Attendees were excited about the idea of a Bike Valet service in Sarnia, and felt that it would be a positive addition to the City's cycling efforts.

Sarnia has many special events - people come from all over Ontario and beyond to attend the festivals and celebrations in the area, and each event is a great opportunity to reduce the burden of parking and demonstrate the community's commitment to cycling! To ensure a successful bike valet, be sure to:

- Put the bike valet in a highly visible, convenient location. Make Bike Valet the best option for parking!
- Staff the Bike valet with knowledgeable volunteers or staff who are able to engage patrons in discussions about safe cycling in Sarnia – use Bike Valet as an opportunity to educate while parking bikes.
- Make the Bike Valet look professional and welcoming with a tent, tables, chairs, fencing and plenty of bike storage.
- Advertise before hand, and ensure that Bike Valet is available consistently at community events – the more residents and visitors see it, the more likely they are to try it!

Attendees identified the First Friday and the weekly Farmers Market as good places to host Bike Valet, although that should not be considered an exhaustive list. Every time there is an event in Sarnia where large numbers of people are gathering in a central location, Bike Valet is a great opportunity to reduce parking demand and show support for cycling in a highly visible way!

Ensure that the Bike Valet is in a visible, conspicuous location close to the areas people want to visit – making biking to the event the easiest option for parking is the best way to get more people to leave their cars at home!

Be sure to include the costs of setting up and running a Bike Valet in event budgets, and also consider offering incentives for people who use the bike valet (discounted tickets, special offers, giveaways etc) for the first little while until the valet service well-known enough to be self-sustaining.

Encouragement Workplan: Sprints

These are new programs suggested by attendees that don't require a significant investment of resources to get off the ground. While the impact of each individual program may not be transformative, when taken together, all of these suggestions would result in significant development to the cycling culture in Sarnia.

Recommended Actions	Description	Groups Involved	Timeline
<p>Support stakeholders working on cycling by developing a Cycling Education and Innovation Fund¹⁶ to support new programs and projects within the community</p>	<p>Often, stakeholders within the community are ideally situated to deliver new programs, but they lack the necessary resources to do so. Consider creating a Cycling Education and Innovation Fund for Sarnia to support community partners in developing new cycling programs and scaling up their existing efforts. This is an excellent way to support your cycling champions and to ensure that they are able to use their connections to grow the culture of cycling in Sarnia.</p>	<p>SATC, City Council, Grants Committee</p>	<p>ASAP</p>
<p>Offer Bike Repair workshops at community events</p>	<p>Attendees felt that a bicycle repair workshop was something that could be offered to serve more people within the community by giving them the necessary skills to make the types of simple repairs that can sometimes keep an otherwise usable bike in the back of someone's garage. Partner with local bike shops to offer Bike Repair 101 at community events, and to offer more advanced bike repair courses to keen residents a couple of times a year, potentially through the parks and recreation department.</p>	<p>SATC, Local Bike Shops, Parks and Recreation Staff</p>	<p>Ongoing</p>

¹⁶ For a good example of a similar program, see what is done in Bloomington Indiana here: <https://bloomington.in.gov/grants/local-motion>

<p>Create a series of cycling incentives at various workplaces and shops in the City</p>	<p>Sometimes people need a “push” to try something new. Consider launching an incentive program for employees and for customers through various businesses in Sarnia, including discounts on products for people who arrive by bike, a Commuter Challenge draw, Free Bike Tuneups at the Farmers Market and VIP access to community events for people that arrive by bike during Bike Month</p>	<p>SATC, BIAs, Employers and City Staff</p>	<p>2019</p>
<p>Launch Bike to Shop, Bike to Church and other campaigns aimed at normalizing Everyday cycling</p>	<p>Only about 20% of the trips people make are for commuting purposes, yet Bike to Work is often one of the only focal points of promotional efforts. Often, community destinations like local stores, churches, recreation centres etc are all close enough to bike to, but most residents still choose to drive. Create campaigns to encourage and normalize trips to these popular destinations.</p>	<p>SATC Faith leaders BIAs Parks and Recreation staff</p>	<p>2019</p>
<p>Create a “You Can Bike Here” Communications Strategy to highlight how short many trips in Sarnia are</p>	<p>Many of the daily trips made that start and end in Sarnia (ie trips to the grocery store, to Downtown, to recreation centres) are easily done in 15 minutes or less on a bike. Develop a campaign to show people how short the trips are by placing large posters in these popular destinations highlighting the areas of town that lie within a 5, 10 and 15 minute bike ride using concentric circles around the destination – a great example is what was done in Peterborough, which can be found in the Appendix C of this report as Figure 1 – Peterborough Map</p>	<p>SATC, BIAs, Parks and Recreation Staff</p>	<p>2019</p>

<p>Create a Media Engagement Strategy for cycling in Sarnia</p>	<p>Attendees noted that delivering positive messaging about cycling to the media in Sarnia was an important consideration to increase community buy-in. It was suggested that the community start with “Cyclist of the Month” profiles, showcasing everyday residents in Sarnia who travel by bike to humanize cyclists in the City. Attendees also suggested a series of radio ads highlighting the importance of providing all road users with respect and encouraging people to slow down while driving around people on bikes, and creating a campaign that informs people that most trips in Sarnia are easily done in 15 minutes or less by bike. Ensure that messages are positive and supportive of healthy transportation choices!</p>	<p>City Communication s staff, SATC</p>	<p>2019</p>
<p>Work with Seniors’ Groups in the community to offer a series of Seniors Social Rides</p>	<p>Whether it is Seniors, Women, New Canadians or any other group, people tend to like riding with other people with similar skill levels and interests as themselves. Consider utilizing pre-existing social connections already built up through Seniors Centres to host social rides to reintroduce seniors to cycling. It can help keep seniors active and mobile, and lead to a more age-friendly community.</p>	<p>SATC Seniors’ Centres</p>	<p>2018</p>

Host Open Streets events in Sarnia¹⁷.	<p>Open Streets events are expanding across North America, giving residents a chance to experience their community at a more human scale. Look to incorporate the Open Streets idea into existing community events which already focus on the pedestrian and community experience¹⁸, and to create new opportunities for Open Streets events where community members can explore their City on foot or by bike. Consider hosting an event in 2019 using Lakeshore Road, Colborne Street, Michigan Ave and the Riverfront trail as a route. Work to identify a project budget, a community partner list, sponsors and have City Staff lead the development of the program.</p>	<p>SATC Planning, Parks and Economic Development Staff, SPS, Lambton Outdoors Club, Bluewater Trails Committee</p>	<p>2019</p>
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¹⁷ 8-80 Cities has recently released a toolkit to host your own Open Streets Event. See it at <http://www.healthiestpracticeopenstreets.org/>

¹⁸ A great example of a successful Open Streets Event is Peterborough – see information here: <http://www.ptbopulse.com/>

Encouragement Workplan: Long Hauls

These are new programs suggested by attendees that would require a higher level of investment of time and resources, but that could create substantial changes in how Sarnia residents get around their community. There are programs that may take 2-3 years to get off the ground, may require feasibility studies and likely require coordination among a number of stakeholder groups, but that will provide strong return for that effort.

<p>Consider a small scale bike share system in Sarnia</p>	<p>Bike Share systems are evolving – new systems include higher degrees of flexibility at reduced costs compared to traditional bike share systems, making them more accessible to smaller communities. Consider instituting a small-scale bike share to provide residents and visitors with a new opportunity to explore the communities in Sarnia¹⁹. Consider if you can partner with existing stakeholders in the community to provide bike rebalancing and maintenance services for the system.</p>	<p>SATC, Engineering Staff, Transit Staff</p>	<p>2020</p>
<p>Create a Transportation Demand Management (TDM) Plan for Sarnia, and ensure that the plan is supported with a TDM coordinator position at the staff level</p>	<p>An effective TDM Plan dovetails well with improvements to walking, cycling and transit infrastructure to help to reduce a community’s reliance on single-passenger automobile travel. Good TDM Plans create strong supports for workplaces to get more people to choose sustainable travel modes, and provide ongoing efforts to change habits. Once the TDM Plan is approved, the key to the success is having a TDM Coordinator to work to enact the suggestions contained within the plan and work with stakeholders to offer solutions to their TDM concerns.</p>	<p>City Staff and Council</p>	<p>2019 – Write and approve TDM Plan 2020 – hire TDM Coordinator and begin implementation</p>

¹⁹ For more information on how Bike Share systems can work in smaller communities, check out this article, and see the rest of the information posted on Zagster’s website – they are a company that specializes in small-scale, flexible bike share systems. <http://zagster.com/blog/bike-share-set-to-redefine-mobility-in-smaller-communities/>

<p>Expand your signature cycling event in Sarnia to provide residents with an easy access point to cycling</p>	<p>While the BlueWater GranFondo is a great signature cycling event, it doesn't offer new riders an easy point of entry to cycling. Consider creating a signature cycling event similar to what Kitchener does with BikeFest, or what is done in Carmel, Indiana with their "Bike, Dine and Dance" event around the GranFondo. Use these events to introduce residents to the benefits of cycling, and to give them a sense of what is possible when travelling by bike in their community. Be sure to work with your local police to facilitate road closures where possible to make the experience even more family-friendly!</p>	<p>SATC, Tourism Staff, Parks and Recreation Staff, special Events Staff</p>	<p>2018-2019</p>
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Spotlight on: Social Rides



Bike-In Movies welcome cyclists to a public screening of a film – plenty of fun for the whole family!



Tweed Rides are popular around the world, giving riders a chance to dress up in their finest vintage outfits.

Social rides can provide an excellent entry point for new riders and for riders who haven't been on their bike for a while. They're a great way to build cycling culture and to raise the profile of cycling in Sarnia. See below for some of the many suggestions for Social Rides that could be hosted in Sarnia.

Suggestions for Social Rides include:

- Culinary tours of Sarnia – cafe tours, restaurant rides.
- A Tour of Sarnia's Public Art
- A Family Cycling Skills Day at the Recreation Centre and on the trails where children can learn how to ride safely without cars.
- Ice Cream rides – family friendly routes and shorter distances to encourage kids to participate.
- Bicycle brunches (a short ride followed by a group brunch at a local restaurant)
- A Bikes and Bites event – a Price Fixe dinner at 3-4 different restaurants by bike (appetizer at one location, main course at a second, dessert at a third)
- Women's Only Rides
- A Picnic in the Park by bike
- Bike parades / best decorated bike awards in preexisting parades.
- Seniors Rides in conjunction with local Seniors Activity Centres
- Glow Rides (night rides with lights and glowsticks adorning the bikes)
- Bicycle Scavenger Hunt / Amazing Race style events



Kidical Mass events give parents an opportunity to ride with their kids in a slow, safe group.



Canada Day Bike Parades give kids a chance to decorate their bikes and show off their Canadian Pride!

The great thing about Social Rides is that they really only require one or 2 dedicated people to make them happen! Give people the chance to explore their interests and lead a ride that showcases things they're passionate about, and you'll find that you start to see more people express an interest in leading a ride in the future!

ENFORCEMENT: *Ensuring drivers and cyclists share the road safely through equitable laws and activities that hold both groups accountable for their behavior and actions on the road.*

Attendees were happy to see the prohibition of motorized vehicles on local trails, but emphasized that there were opportunities for the SPS in Sarnia to be more involved in making cycling safer, including by engaging in positive ticketing and being engaged in more training about cycling as it relates to the Highway Traffic Act.

Enforcement Workplan

Recommended Actions	Descriptions	Groups Involved	Timeline
Have officers engage in “Positive Ticketing” campaigns.	Consider having officers distribute coupons for treats or items like pool passes to youth “caught” wearing helmets while riding. Ensure ‘positive tickets’ support and reinforce healthy living (i.e. swim passes etc). More information on healthy rewards for children can be found here .	SPS, Public Health, City Staff	2019
Have officers engage in Safety Blitzes relating to cycling safety changes contained in Bill 31	Officers can disseminate information about the 1m safe passing law and the changes to penalties for not having lights on bikes during RIDE checks; consider encouraging officers to undertake these types of programs.	SPS, SATC	2019 and beyond
Organize a “Ride a Mile in My Shoes” event including plainclothes police officers and cycling advocates²⁰	This type of ride around common cycling routes allows officers to experience first-hand what regular cyclists face on their journeys. (Drivers often behave differently - safer - around police officers in uniform.) It also helps to build/strengthen the relationship between police and cycling advocates	SPS SATC	Once each year

²⁰ This recommendation is based on a successful ride like this in Toronto. You can read more about it on page 21 of the 2015 BFC yearbook in the article, Ride a Mile in My Cycle Shoes. The yearbook can be found here: <http://issuu.com/mrbikesabunch/docs/2015-yearbook-final-web>

<p>Undertake an evaluation of the City’s current bylaws that relate to cycling in comparison to best practices in other Ontario Communities</p>	<p>Establish an Active Transportation Bylaw Review Task Force made up of interested residents and City Staff to review the existing bylaws, determine where some of the gaps and inconsistencies may be, and work to rectify the inconsistencies. Attendees identified the need to strengthen the bylaws relating to parking in bike lanes as a priority for Sarnia as they move forward.</p>	<p>Municipal Staff, SATC Members, SPS</p>	<p>Ongoing</p>
<p>Have officers engage in enforcement of the 1m safe passing law using handlebar mounted radar tools</p>	<p>In other jurisdictions in Ontario, a small handlebar mounted device has been used to detect infractions of the 1m safe passing law, allowing officers to engage in education and enforcement about the law²¹. Ottawa has lent the device to other municipalities to engage in enforcement blitzes – consider using the device to raise the profile of the 1m law, and consider investing in the device to help enforce the law more regularly in Sarnia.</p>	<p>SPS SATC</p>	<p>2018</p>
<p>Create a unit of bylaw enforcement officers whose role is to patrol bike lanes in the area and keep them clear of parked vehicles</p>	<p>In Toronto, the Bylaw enforcement unit now employs several officers who patrol the bike lanes of Toronto ticketing people who park in bike lanes. Their presence has resulted in increased awareness of the risks of parking in a bike lane, and has lead to the creation of similar units in Hamilton and Halton Region. In Sarnia, a similar unit could patrol newly installed bike lanes and provide increased law enforcement presence on the trails in the community.</p>	<p>SPS and local bylaw enforcement</p>	<p>Pilot in 2019</p>

²¹ Learn more about Ottawa’s ongoing work to educate drivers about the 1m safe passing law and their enforcement efforts here: <https://ottawacitizen.com/news/local-news/police-plan-crackdown-on-one-metre-safe-passing-law-protecting-cyclists>

<p>Ensure that collision data is shared between local law enforcement and municipal staff, and that residents are encouraged to report near misses using non-emergency reporting as well</p>	<p>Collisions involving people on bikes can often be prevented or mitigated through design and infrastructure changes. Consider working with the SPS to identify collision “hotspots” in Sarnia, and coming up with a plan to address each area. Also consider encouraging residents to self-report near misses using BikeMaps.org to help the City to identify potential problems before a collision occurs.</p>	<p>SATC, Engineering and Planning Staff, SPS</p>	<p>2019</p>
<p>Consider working to offer a ticket diversion program in Sarnia</p>	<p>Ticket diversion programs offer people who commit a traffic infraction the choice between paying the fine or attending an educational program such as a safe cycling course. Consider making this available to people driving and people cycling if they commit a cycling-related infraction.</p>	<p>SPS</p>	<p>Pilot the program in 2020</p>
<p>Initiate a review of procedures relating to road closures to make Open Streets events easier to host</p>	<p>When it comes to events that involve road closures, often times the most significant costs associated with the event are the fees paid to the local police department. Review the policies to ensure that events that rely on road closures like Open Streets events can rely more heavily on volunteers with guidance from the police to help reduce costs and make events easier to run.</p>	<p>SATC, SPS, City Special Events Staff</p>	<p>2019</p>

EVALUATION & PLANNING: Processes that measure results, and planning for bicycling as a safe and viable transportation option.

Attendees expressed support for the measurement efforts like bike counts and a Cycle Tourism Evaluation study that have been performed in Sarnia, but also felt that more data should be collected to show the value of cycling and active transportation in Sarnia, especially as new infrastructure is brought online. With that in mind, Attendees came up with a number of metrics that could potentially be incorporated into an **Active Transportation Evaluation Strategy** that could be integrated into the Transportation Master Plan. Suggested metrics to begin collecting now, and think about collecting in the future include:

- **Trail Counter Data:** while portable counters are excellent, permanent counters at key locations are even better. They show how cycling and walking changes in a community over time, and help to corroborate the findings of other, more periodic evaluation techniques. Consider investing in 2-3 of these counters every year to create a network of counters to monitor the progress of Sarnia's cycling network.
- **Survey Data:** Attendees suggested collecting survey data from trail users, businesses, bike shops and other residents to get a better understanding of how the impact of cycling is being felt in Sarnia.
- **Collision data:** How many cyclists are involved in a collision in Sarnia each year?
- **Bike Parking Utilization Counts:** How many bikes are parked in key locations around City? Good examples include downtown areas, grocery stores, schools and large employers.
- **Bike Share Data:** If Bike Share is implemented, how many trips are being made annually? What routes and destinations are most popular among riders?
- **Bike Sales and Repair volumes:** are local bike shops seeing more bikes sold and serviced each year?
- **Bike Valet usage:** How many people are using the Bike Valet service when it is offered at City events?
- **Event and program attendance:** How many residents are participating in cycling events in Sarnia? How many youth are being trained on how to ride safely and legally?
- **Trip to School data:** Using a simple Hands-Up survey program like [BikeWalkRoll](#), how are travel patterns changing in schools within Sarnia?
- **Video Reach:** How many people are seeing the Public Service Announcements being publicized by the SATC and other stakeholders?
- **Tourism Inquiries:** How many visitors are asking about cycling when they visit Sarnia?
- **Resident Surveys:** What do your residents think about active transportation in Sarnia? What would help them choose to walk or bike more?

As you collect this data, it is of vital importance to share the progress that the City is making with your residents. With a strong focus on data collection, Sarnia could create a "State of Cycling Report"²² for the City every 2-3 years, detailing the progress being made

²² For an excellent example of a community collecting cycling data, see what the city of Calgary is doing here: <http://www.calgary.ca/Transportation/TP/Pages/Cycling/Bike-Data.aspx> and see what York Region has done here:

on various important metrics like connectivity, safety and resident perception. The communication of the City’s vision for active transportation and the progress being made is vital to ensure community support.

Evaluation & Planning Workplan

Recommended Actions	Description	Groups Involved	Timeline
<p>Approve and budget for a Short-Term, High Impact Cycling Implementation Strategy to create a spine of cycling infrastructure around Sarnia</p>	<p>When it comes to encouraging cycling, experience from around North America²³ is showing that implementing a complete network of cycling infrastructure over a short period of time has a more significant impact than spreading out investments over time and keeping the network filled with gaps. Undertake a public consultation strategy to identify the priority gaps that should be filled quickly, and create a Short-Term Implementation Strategy to provide a complete network of cycling infrastructure around Sarnia, connecting the well-used routes like the Bluewater Trails and the Howard Watson Nature Trail to popular destinations in the City like the mall and downtown.</p>	<p>SATC, Engineering and Planning Staff, City Council</p>	<p>2019</p>

http://www.york.ca/wps/portal/yorkhome/newsroom/news/yorkregioncycling%20yearbook!/ut/p/a0/04_Sj9CPykssy0xPLMnMz0vMAfGjzOKNjEzMPAydbzc3SzNDtZDgi38TN1NDQ3cjPQLsh0VATqIFPQ!/#.WhcTD7T82CQ

²³ A Good example can be found in Edmonton, Alberta: https://www.edmonton.ca/projects_plans/downtown/bike-network.aspx where ridership doubled in the first month of their new network being operational: <http://www.cbc.ca/news/canada/edmonton/edmonton-bike-cycle-lane-usage-traffic-car-bike-city-friendly-1.4242814>

<p>Collect data about the number of cyclists using the existing facilities in Sarnia²⁴</p>	<p>This data collection should include volunteers counting the number of users on Sarnia’s roads and trails on weekdays and weekends²⁵ and the number of bikes parked in existing bike racks to establish a baseline of cycling use in Sarnia.</p>	<p>SATC, Public Health, Public Works Staff</p>	<p>2019</p>
<p>Host biannual meetings with various stakeholder groups to provide updates about what is happening with regards to cycling in Sarnia</p>	<p>While many of the relevant stakeholders will likely be represented on the SATC, some stakeholders will not be fully represented, even though they have an interest in, and feedback about, the cycling developments within the City. Consider hosting 2 meetings a year where SATC members and City Staff can update the community about what is happening with regards to cycling, and can receive feedback from the cycling community about what could and should come next.</p>	<p>SATC Municipal Staff, Cycling Clubs, Bike Shops and other stakeholders</p>	<p>2018 – consider using this report as the basis to host the first of these meetings</p>
<p>Create an OpenStreetMap Inventory of Sarnia’s existing road network to help with future analysis of the City’s network</p>	<p>Providing an Open Source data set can have many benefits – it gives the City a head start to use the Bicycle Network Analysis Tool developed in the United States, and can provide information about where small investments in the cycling network can create better connections.</p>	<p>Engineering and GIS Staff SATC</p>	<p>2018 and ongoing updates to the map</p>

²⁴ For a comprehensive guide to performing cycling counts, see here: http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_797.pdf

²⁵ For an excellent example of a community monitoring and reporting on the number of people cycling on weekdays and weekends, see what is being done in Eugene, Oregon here: <http://thempo.org/356/Bicycle-Counts>

<p>Ensure that the City's Development Standards include connections to existing trails and improvements to the active transportation network</p>	<p>While it is difficult and expensive to retrofit past developments to be better connected and safer places to walk or bike, it is much easier and cheaper to create connected, safe networks for walking and cycling by requiring connectivity to existing trails for new developments²⁶ and requiring high quality infrastructure to be constructed when a new development is built²⁷. Be sure that your planning documents create communities that are connected, safe and multi-modal.</p>	<p>Planning Staff, City Council, Developers</p>	<p>ASAP</p>
<p>Work to see that the City of Sarnia is represented in the 2021 edition of the Transportation Tomorrow Survey</p>	<p>Since 1986, the Transportation Tomorrow Survey has been providing an expanded view of how residents of Southern Ontario get around. Going beyond simply trips to work, TTS data looks at every trip taken in a community and produces data that illustrates travel trends much more clearly. Consider requesting that Sarnia be included in the 2021 version of the survey.</p>	<p>City Staff</p>	<p>Begin discussions about 2021 survey ASAP</p>

²⁶ For a good example of simple planning requirements, see what the Town of Collingwood has done:

<http://www.collingwood.ca/files/photos/docs/Collingwood%20Development%20Standards.pdf> (See page 53, Section 4.10.4 – Trailways)

²⁷ For example, the City of Ottawa has released their Better and Smarter Suburbs design guidelines, which highlight that building a raised cycle track in a new development is \$41,000 per km cheaper than building on-road bike lanes in that same development.

http://documents.ottawa.ca/sites/documents.ottawa.ca/files/documents/BBSS_final_en.pdf

<p>Support provincial cycling advocacy efforts through the Ontario Cycling Advocacy Network (OntarioCAN).</p>	<p>Many activities of provincial scope were highlighted throughout the workshop that would help to improve cycling conditions in Sarnia. This includes cycling education in schools, investments in infrastructure and driver training. Once the SATC is formed, they should ensure that they represent the Sarnia as part of the Ontario Cycling Advocacy Network. This Network is facilitated by Share the Road and our aim is to have 1 representative in each electoral district (provincially)</p>	<p>SATC, Share the Road, Municipal Staff</p>	<p>Ongoing</p>
<p>Conduct an active transportation and trails survey in Sarnia, asking current users and people that aren't currently walking or cycling their opinions of active transportation in the region.</p>	<p>Collect more qualitative data about how people are using active transportation: why they're using it, how often they use it, how they get to where they walk or bike, what improvements they would like to see to the existing network etc. Perhaps more important than the opinions of the people that are already walking or biking are the opinions of those that are not – find out what barriers are preventing them from travelling actively more often, and identify a plan to mitigate those barriers.</p>	<p>Public Health, Active Transportation Coordinator, SATC</p>	<p>2019</p>
<p>Create an Annual Report Card on Sarnia's cycling implementation</p>	<p>As new projects and programs are implemented, it is important to be able to quantify and communicate the benefits to the community. Consider publishing a report card annually that reports on important metrics like ridership levels, the number of children walking and biking to school, demographics of riders, the number of trips taken in Sarnia, the number of vehicle kilometers travelled avoided because of cycling and information about road safety and the impact of cycling and traffic calming initiatives on collisions for all road users.</p>	<p>Public Health, SATC, City Communications Staff</p>	<p>2019</p>

<p>Enact zoning bylaw changes that add requirements for end of trip facilities like bike parking, locker rooms and showers in all new multi-unit residential and commercial developments.</p>	<p>Employers, developers and other property owners can help to reduce the barriers to cycling by providing end of trip facilities that make cycling easier. Consider requiring secure bike storage, permitting bike parking in lieu of car parking, and provide development bonuses for items like locker rooms, showers, bike parking rooms etc to help make it easier for people to use their bike for utilitarian purposes. The City of Kitchener has developed new draft zoning guidelines that could be a good template for Sarnia – see those guidelines here.</p>	<p>City Council Planning Staff Operations Staff Engineering Staff</p>	<p>2019-2020</p>
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Appendix C: Additional Materials:

Cycling Education Toolkit from Safe Cycling Thunder Bay – detailed information about creating new bike education courses in your community. http://www.safecyclingthunderbay.com/upload/documents/cycling_toolkit.pdf

Share the Road's Bicycle Friendly Communities Yearbooks: For further inspiration, including other programs or projects that could assist Sarnia in becoming more bicycle friendly:

2015 Yearbook: http://www.sharetheroad.ca/files/2015_Yearbook_final_web.pdf

2016 Yearbook: http://www.sharetheroad.ca/files/2016_Yearbook_FINAL_web.pdf