

7 Education and Outreach

7.1 PUBLIC EDUCATION PROGRAMS

Public education can be provided through a number of programs and venues. These programs range from formal in-class training to rodeos, brochures and website information. The programs highlight bicycle safety and cycling as a healthy and green alternative. The cost of these programs can range from very low (brochures and website) to very high (radio and television).

The Canadian Cycling Association provides a Can-Bike Program that includes the following activities:

- Festivals;
- Courses – Smart Cycling, Cycle Right, traffic skills, commuter skills, rural & First Nations;
- Sprockids – rules of road, 10 week program for students;
- Development Training Camps;
- In-Class Training:
 - 45 minutes to one hour for grade school students, some include on-bike sessions;
 - Earn a Bike and Ride – 18 hours working in bicycle shop, 20 hours safety training;
 - Effective Cycling for adults; and
 - Train the trainer – for teachers, volunteers;
- Rodeos; and
- Mountain biking instructor courses.

Some municipalities and countries have developed a co-ordinated strategy to improve the effectiveness of public campaigns. The effectiveness of a campaign will be improved if it is combined with an existing program such as the Commuter Challenge Week or Walk a Child to School Day. The use of high profile sponsors such as local celebrities and bicycle ambassadors will also improve the effectiveness of a campaign. Corporate sponsorship of education programs will achieve improved local buy-in and help defray program costs.

Bicycle safety will also be improved by providing information to drivers on how to 'share the road' with bicycles. This information can be provided in brochures and on-line.

7.2 SUMMARY

Public education campaigns can increase awareness of bicycle safety and the benefits of cycling. Yorkton needs to balance the cost with the expected effectiveness of the campaigns and with other City programs.

The most effective public education campaign will include:

- Advertising on City website and other sponsors or corporate websites;
- Can-Bike programs requiring limited use of volunteers (i.e. Rodeo or bike tour);

- Corporate sponsorship;
- Bicycle ambassadors; and
- Combined with existing cycling and green programs.

8

Recommended Cycling Network Plan

The recommended Yorkton Cycling Network Plan includes a vision and a facility plan for on-street bikeways, off-street multi-use pathways and bicycle parking as well as education and outreach components.

The recommended plan was developed through a comprehensive review of existing paths, public demand, interest and feedback, on-site visits and best practises review. The recommended on-street route is shown in Figure 6-5. The recommended off-street network (shown in Figure 6-6) includes streets that connect recreational areas and existing off-street pathways. These two plans are combined to make up the overall plan which is shown in Figure 6-7.

Adequate and secure parking facilities must be provided for bicycles to ensure cyclists are comfortable riding their bicycles to various destinations in the City. Bicycle parking should be required in Yorkton's zoning bylaw for all new commercial developments. The bylaw could require the provision of bicycle racks at the rate of one lockable bicycle space per 10 vehicle parking spaces. All bicycle racks should be built and installed to meet acceptable standards to ensure maximum usage.

The City provides parking racks at many of their facilities and in several downtown locations. They should continue with a program to install five more racks at their facilities and twenty post and ring racks in the downtown area of Yorkton. Corporations should also be encouraged to install standard racks at major buildings and facilities.

Public education and outreach can be carried out through a variety of programs that are not necessarily high cost. The City can combine cycling education with some existing programs in the school and health systems. A dedicated group of bicycle 'ambassadors' who promote cycling by example and throughout the community will likely be very effective in increasing cycling in Yorkton.

The most effective public education campaign will include:

- Advertising on City website and other sponsors or corporate websites;
- Can-Bike programs requiring limited use of volunteers (i.e. Rodeo or bike tour);
- Corporate sponsorship;
- Bicycle ambassadors; and
- Combination with existing cycling and green programs.

9 Implementation Plan

9.1 INTRODUCTION

An implementation plan for the Yorkton Cycling Network Plan will provide guidance for budget planning and will establish cost effective staging that would increase the likelihood that the whole plan is successfully implemented within seven years. Figure 9-1 shows the staging to implement the cycling network plan. The implementation plan was developed on the basis that it would be important to start implementing elements of the plan that are lower cost, easier to achieve and higher impact on attracting cycling in the City. The elements that are identified in the medium term include items that are more expensive to implement, would have a higher impact on attracting an increase in cycling in the City and would establish the foundation of the plan. Elements identified in the longer term would further complete the network and would become important as the amount of cycling in the City increases.

Cost estimates to implement the plan are also included with the implementation plan. These are planning level cost estimates based on local unit costs supplemented by costs from suppliers and other municipalities. For some of the implementation stages assumptions were based on a worst case scenario and costs could decrease once the element is designed. For example, paint removal is identified as part of the on-street bikeway on Darlington Street and Gladstone Avenue. It is possible this won't be necessary if the old lines are faded when the bikeways are implemented, or if the design does not result in a reconfiguration of the lanes.

9.2 OPERATING COSTS

Successful implementation of the cycling network plan requires involvement by several City departments, In Motion, and the health district. Having one person dedicated to the implementation program will ensure someone has a clear mandate to champion all elements of the cycling network plan and to coordinate work and budget across the various work units. This same person could also be charged with developing a public education campaign, coordinating revisions to the zoning bylaw and a corporate sponsorship program that may provide some revenues to offset the implementation costs. Table 9-1 lists the operating costs that should be provided annually to implement the cycling network plan.

**Table 9-1
Operating Costs**

| Description | Quantity | Unit | Unit Price | Unit Total |
|---|----------|----------------------|-------------|-----------------|
| <i>City Staff Dedicated to Implementation Program</i> | 0 | full time equivalent | \$60,000 | \$15,000 |
| <i>One - Time Education Campaign</i> | 1 | program | \$10,000.00 | \$10,000 |
| <i>Operating Cost Total</i> | | | | \$25,000 |

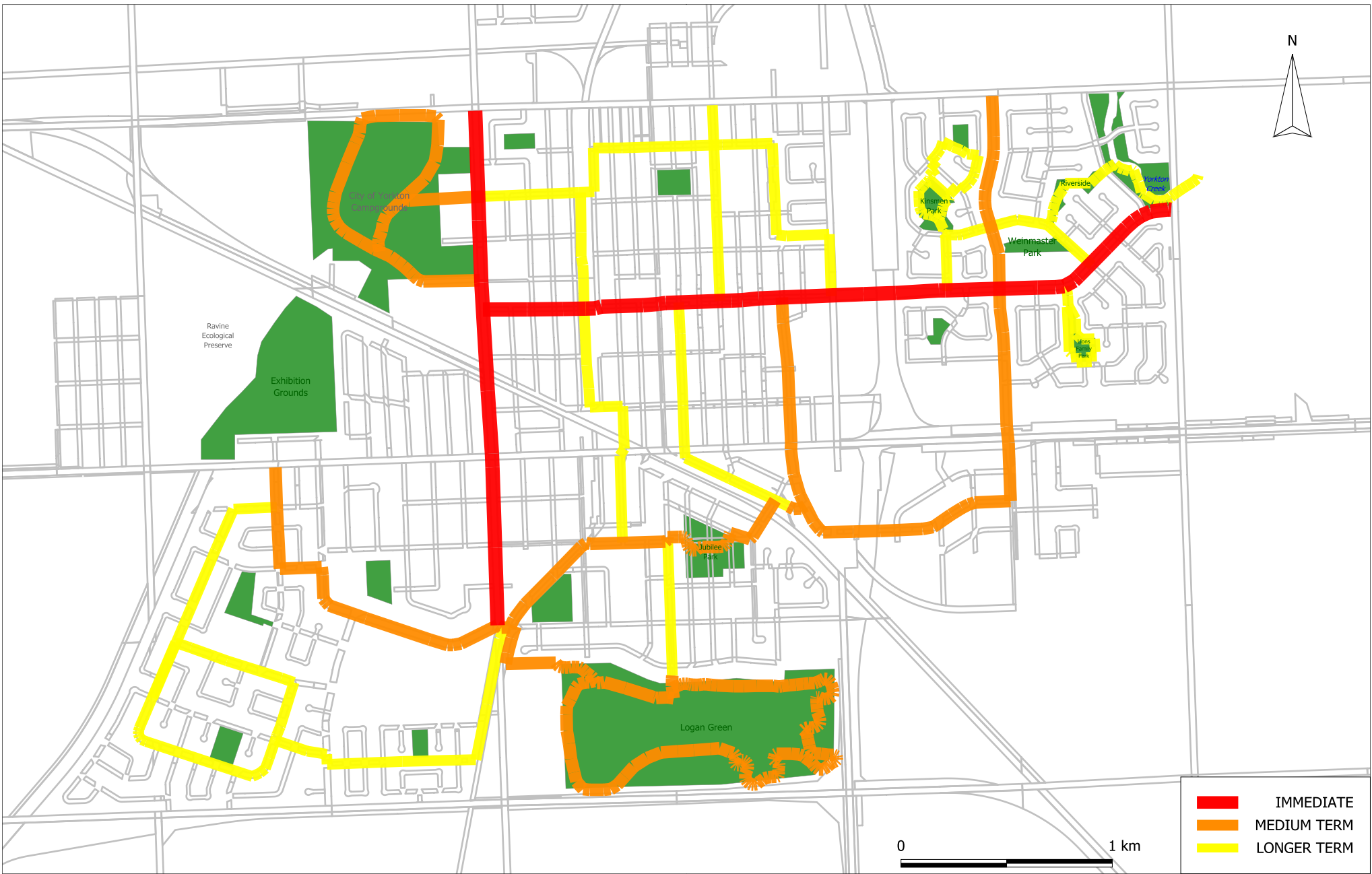


Figure 9-1

City of Yorkton Cycling Network Plan
STAGING PLAN

9.3 IMMEDIATE CAPITAL COSTS (2009-2010)

The first stage of the implementation plan includes the following elements:

- On-street bike lanes on Darlington Street and Gladstone Street;
- Zoning Bylaw revision to require bike rack installation at new commercial developments;
- City staff dedicated to implementation program (0.25 full time equivalent);
- Public Education Campaign kick-off; and
- Corporate Sponsorship Program.

The capital cost of these steps is estimated to be \$30,000 as shown in Table 9-2. This does not consider any of the revenues that could be realized from the corporate sponsorship program.

**Table 9-2
Short Term Implementation Costs**

| Description | Quantity | Unit | Unit Price | Unit Total |
|--|----------|------------------|------------|------------|
| <i>On-Street Bikeway Darlington St. and Gladstone Ave.</i> | 6,000 | meter | | |
| Paint Removal | 12,000 | per lineal meter | \$0.20 | \$2,400 |
| Line Painting | 24,000 | per lineal meter | \$0.20 | \$4,800 |
| Symbol Template (Diamond Shape) | 24 | per symbol | \$200 | \$4,800 |
| Signs Including Posts and Installation | 24 | per sign | \$200 | \$4,800 |
| Engineering/Design | | | | \$10,000 |
| Subtotal | | | | \$26,800 |
| 10%Contingency | | | | \$2,680 |
| <i>Capital Cost Rounded Total</i> | | | | \$30,000 |

9.4 MEDIUM TERM (2011-2013)

The second stage of the implementation plan includes the following elements:

- On-street bike lanes on Hamilton Road, Seventh Avenue South/Seventh Avenue, Independent Street, Park Street, Beck Avenue and Livingstone Street;
- Paved off-street pathway on Mayhew Avenue;
- Paved recreational paths in Logan Green and Campground;
- Installation of twenty post and ring racks downtown and five new racks for City facilities;
- Ongoing public education program; and
- Corporate Sponsorship Program.

The capital cost of these steps is approximately \$1,300,000 as shown in Table 9-3 below. For the Logan Green pathway the City could consider funding this improvement as part of the mitigation for the water treatment plant and wastewater treatment plant that are being constructed in the next few years.

**Table 9-3
Medium Term Implementation Costs**

| Description | Quantity | Unit | Unit Price | Unit Total |
|--|-----------------|------------------|-------------------|--------------------|
| <i>On-Street Bikeway: Hamilton Road, Seventh Avenue South/Seventh Avenue, Independent Street/Park Street/Beck Avenue/Livingstone Street)</i> | 3000 | meter | | |
| Line Painting | 12,000 | per lineal meter | \$0.20 | \$2,400 |
| Symbol Template (Diamond Shape) | 12 | per symbol | \$200.00 | \$2,400 |
| Signs Including Posts and Installation | 12 | per sign | \$200.00 | \$2,400 |
| Engineering/Design | | | | \$10,000 |
| Subtotal | | | | \$17,200 |
| 10% Contingency | | | | \$1,720 |
| <i>On-Street Bikeway Rounded Total</i> | | | | \$20,000 |
| <i>Paved Off-Street Pathway: (Mayhew Avenue)</i> | 900 | | | |
| Pathway Construction (Excavation, Topsoil, Paving) | 900 | per lineal meter | \$170.00 | \$153,000 |
| Line Painting | 900 | per lineal meter | \$0.20 | \$180 |
| Signs Including Posts and Installation | 2 | per sign | \$200.00 | \$400 |
| Engineering/Design | | | | \$7,650 |
| Subtotal | | | | \$161,230 |
| 10% Contingency | | | | \$16,123 |
| <i>Paved Off-Street Pathway Rounded Total</i> | | | | \$180,000 |
| <i>Paved Recreational Pathway: (Campground & Logan Green)*</i> | 6800 | | | |
| Pathway Construction (Excavation, Topsoil, Paving) | 6800 | per lineal meter | \$170.00 | \$1,156,000 |
| Line Painting | 6800 | per lineal meter | \$0.20 | \$1,360 |
| Signs Including Posts and Installation | 15 | per sign | \$200.00 | \$3,000 |
| Engineering/Design | | | | \$57,800 |
| Subtotal | | | | \$1,218,160 |
| 10% Contingency | | | | \$121,816 |
| <i>Paved Off-Street Pathway Rounded Total</i> | | | | \$1,400,000 |
| <i>Post & Ring Bicycle Rack including Installation and Maintenance</i> | 20 | per rack | \$300.00 | \$6,000 |
| <i>U-Rack for City Facilities</i> | 5 | per rack | \$500.00 | \$2,500 |
| Capital Cost Rounded Total | | | | \$1,600,000 |

*Logan Green - 4800 m

Campground - 1800 m

9.5 LONG TERM (BEYOND 2013)

The third stage of the implementation plan includes the following elements:

- On-street bike lanes on the remainder of the plan;
- Paved recreational paths on the remainder of the plan;
- Public Education Campaign; and
- Corporate Sponsorship Program.

The capital cost of these steps is approximately \$500,000 as shown in Table 9-4 below:

**Table 9-4
Long Term Implementation Costs**

| Description | Quantity | Unit | Unit Price | Unit Total |
|--|----------|------------------|------------|------------|
| <i>On-Street Bikeways: Remaining Bike Lanes</i> | 23,000 | meter | | |
| Line Painting | 92,000 | per lineal meter | \$0.20 | \$18,400 |
| Symbol Template (Diamond Shape) | 92 | per symbol | \$200.00 | \$18,400 |
| Signs Including Posts and Installation | 92 | per sign | \$200.00 | \$18,400 |
| Engineering/Design | | | | \$40,000 |
| Subtotal | | | | \$95,200 |
| 10% Contingency | | | | \$9,520 |
| <i>On-Street Bikeway Rounded Total</i> | | | | \$100,000 |
| <i>Paved Off-Street Pathway: Remaining Paved Paths</i> | 2000 | meter | | |
| Pathway Construction (Excavation, Topsoil, Paving) | 2000 | per lineal meter | \$170.00 | \$340,000 |
| Line Painting | 2000 | per lineal meter | \$0.20 | \$400 |
| Signs Including Posts and Installation | 4 | per sign | \$200.00 | \$800 |
| Engineering/Design | | | | \$17,000 |
| Subtotal | | | | \$358,200 |
| 10% Contingency | | | | \$35,820 |
| <i>Paved Off-Street Pathway Rounded Total</i> | | | | \$400,000 |
| <i>Capital Cost Rounded Total</i> | | | | \$500,000 |

A

Appendix A - Public Consultation Documents

Yorkton Cycling Network Needs Assessment

Outside Downtown:

i. _____

ii. _____

iii. _____

7. What design features would you like to see implemented?

(1 = first preference, 2 = second preference, 3 = third preference.....5 = fifth preference)

___ Bicycles Only Lane

___ Shared Driving / Cycling Lane

___ Shared-use sidewalks

___ Bike boxes at intersections

___ More street signs

___ Traffic signals dedicated to cyclists

___ Colored asphalt for designated bike lanes

___ Asphalt Pathway

___ Gravel Pathways

___ Shared Parking / Cycling Lane

___ Enhanced crosswalk designs to accommodate cyclists and pedestrians

8. Where do you currently park your bike (besides at home)?

Businesses

Schools

City Facilities

Parks / Open Space

Places that are not intended for bikes (i.e. trees, sign posts, etc.)

Other _____

9. List specific locations where you would like some bike racks or more bike racks.

10. On the next page:

- Mark an X where you live and a * (star) for your favourite destination.
- Sketch the routes that you currently use to cycle (indicate with green highlighter).
- Sketch the routes that you would like to use (indicate with orange highlighter).

Consideration will be given to constructing new trails or pathways and street enhancements along the routes you identify.

11. Please provide us with your email address if you wish to be notified of future public consultation for the Yorkton Cycling Network to help with analysis.

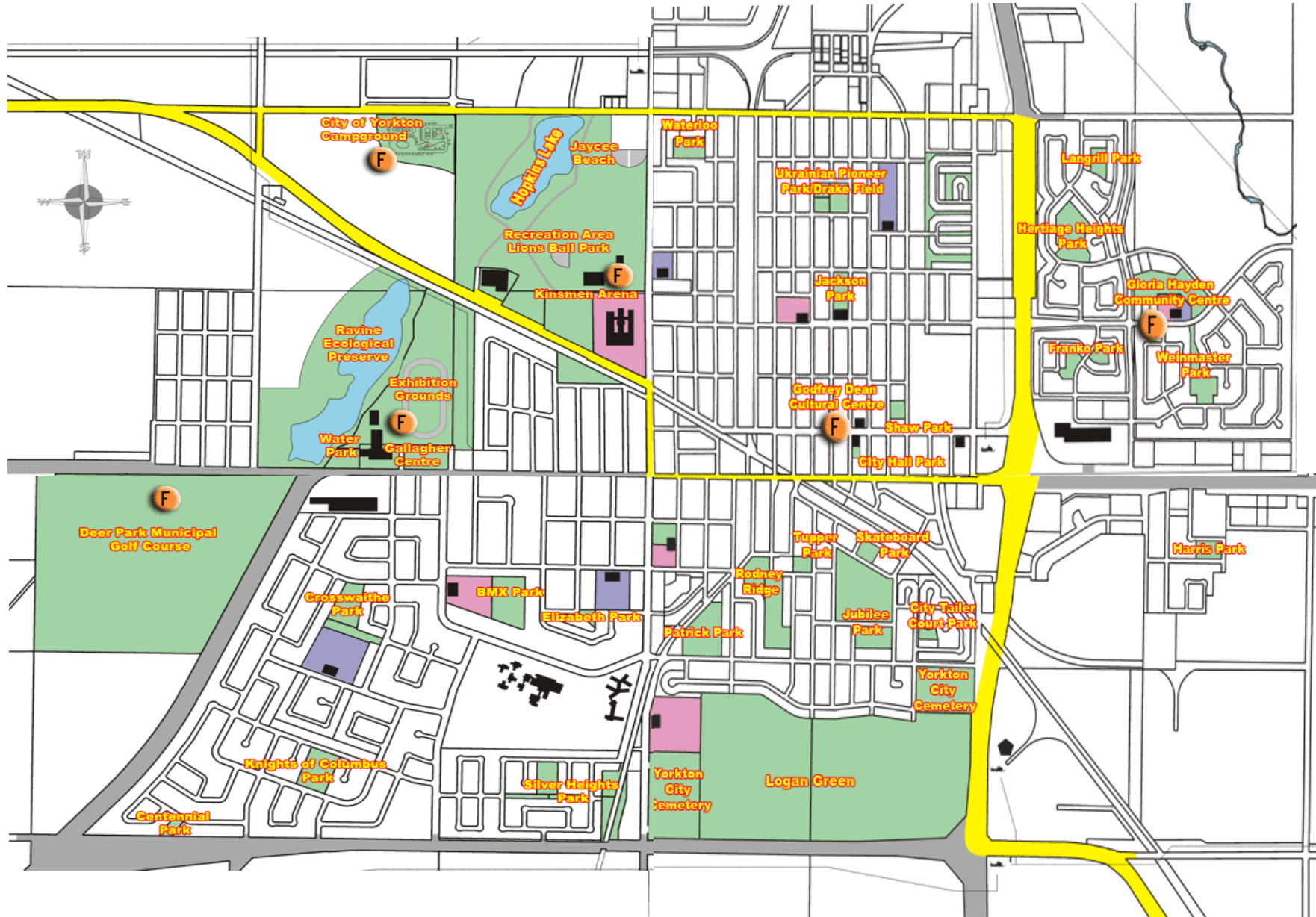
Email: _____

Address or Street Name: _____

Please provide other comments if any: _____

THANK YOU!

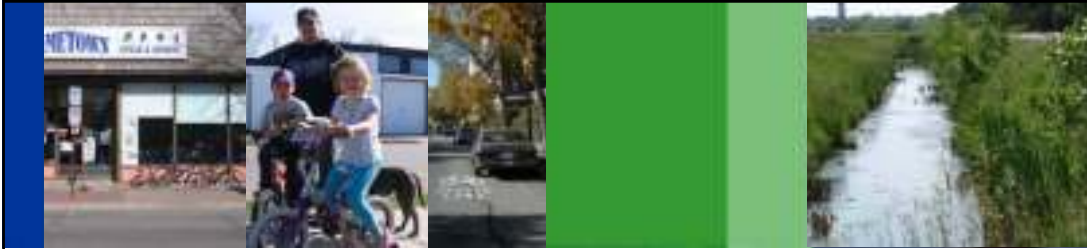
Yorkton Cycling Network Needs Assessment





Welcome to the
Yorkton Cycling Network Plan
Public Open House
October 23, 2008





Active Transportation Vision Established in 2006

To have an active transportation network that enhances the environment and health of residents and visitors in the areas where they live, learn, work and play.

Cycling Network Plan 2008

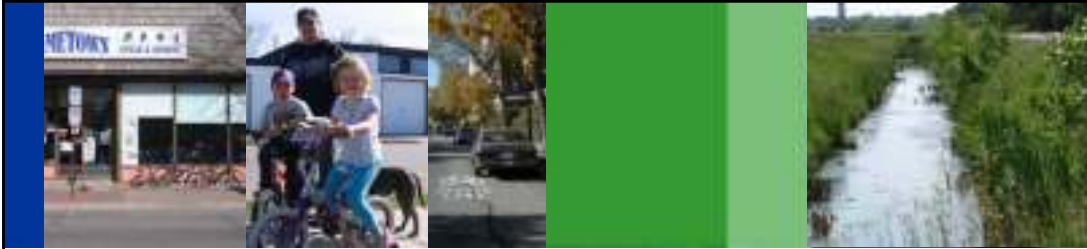
*On Street Bikeways
Off Street Pathways*

*Bicycle Parking
Education and Outreach*

Advisory Committee

*Harry Kerr, City of Yorkton Parks
Sheila Hryniak, Yorkton In Motion
Darren Spelay, Yorkton In Motion
Louise Belanger, Sunrise Health District
Michael Eger, City of Yorkton Planning
Kevin Kriger, City of Yorkton Engineering*





Cycling Network Planning Process

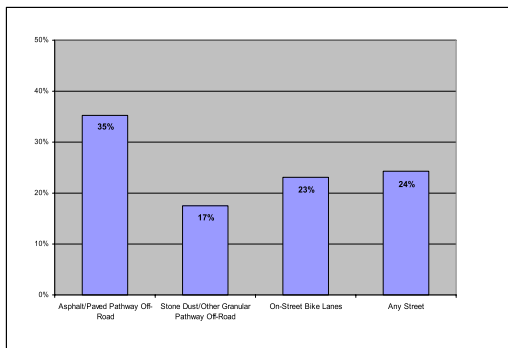
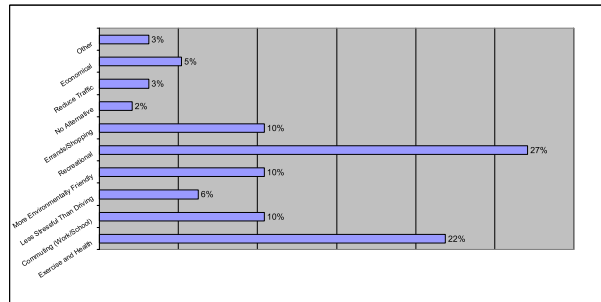
- *Vision established at “Planning Active Transportation Communities Workshop” June 2006*
- *Cycling network planning process launched June 18, 2008 at “Moving Together with Mark Fenton” presentation*
- *Needs assessment at Yorkton Fair*
- *Options developed based on needs assessment, site visits, and cycling network planning principles*
- *Ride a-long to select & refine preferred route options September 26*
- *Recommended routes presented at Public Open House October 23*
- *Request City Council approval of recommended plan November/December 2008*





Needs Assessment At Yorkton Fair

Most people ride for recreation, exercise & health



They prefer on-street bike lanes & paved paths

Preferred streets:

Darlington, Broadway, Gladstone and Smith

Common Destinations:

Logan Green, Gallagher Centre, Exhibition Grounds and Regional High School

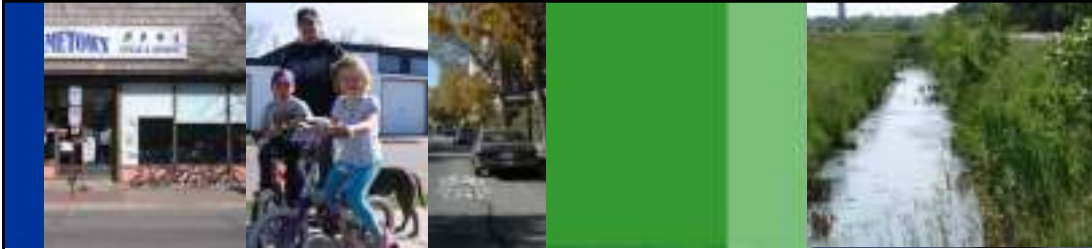




Yorkton Cycling Network Goals

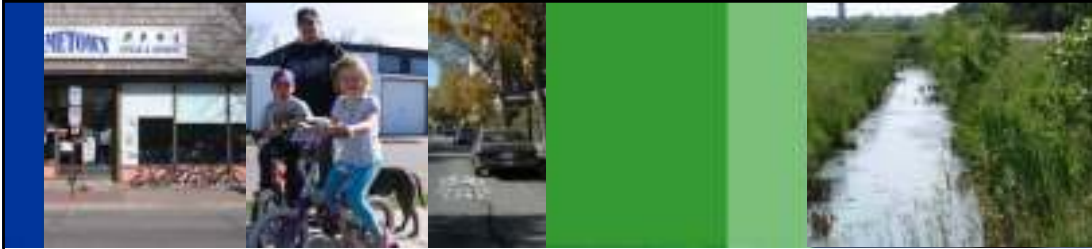
- *Promote cycling for commuting and recreation*
- *Connect destinations*
- *Bicycle Safety*
- *Supported by community*
- *Adds value for users*
- *Look for existing opportunities*
- *Meet national standards*
- *Staged implementation plan*
- *Retain vehicle and parking capacity*





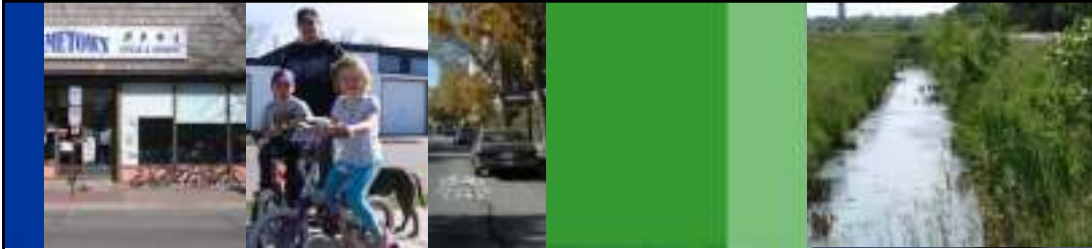
Recommended Commuter Bikeway





Recommended Recreation Bikeway





Recommended Cycling Network Plan - Combined





Bicycle Parking

- *Zoning Bylaw*

- *Require bicycle parking at all new developments*
- *Bike Rack Standards*



- *City Owned Bike Racks*

- *At City Facilities*
- *On-Street Post & Ring Racks*

- *Privately Owned Bike Racks*

- *Provide incentive for existing commercial and retail*
- *Encourage schools, large employers and other institutions to provide more racks*





Education and Outreach Programs

- *Corporate Sponsorship Program*
- *Community Cycling Programs*
 - *Community Rodeos*
 - *After School Programs*
- *Cycling Association Tours and Rides*
- *Bicycle Ambassador Programs*
- *Combine with Existing Provincial Programs*
 - *Commuter Challenge Week*
 - *Walk a Child to School Day*
- *Brochures, maps, websites*
- *'Share the Road' tips for drivers*



Implementation Plan

Immediate (2009)

- On-Street bike lanes on Darlington and Gladstone (in 2009)
- Zoning Bylaw to require Bike Racks
- City Staff dedicated to implementation
- Public Education Campaign
- Corporate Sponsorship Program



Medium Term (2010 – 2011)

- Paved off-street pathway on Mayhew Avenue
- On-Street bike lanes on
 - Hamilton Road,
 - Seventh Avenue South/Seventh Avenue
 - Independent Street/Park Street/Beck Avenue/Livingstone Street
- Paved Recreational Paths in
 - Logan Green
 - Campground

Long Term (Beyond 2011)

- On-Street bike lanes on remainder of plan
- Paved Recreational Paths on remainder of plan



Feedback Request

Please help us understand your view of the recommended Yorkton Cycling Network Plan by:

- *Discussing the issues with one of the staff in attendance*
- *Completing a Comment Sheet*

Thank you for your time and interest in active transportation!

Yorkton Cycling Network Plan Public Open House Comment Sheet

The City of Yorkton along with its partners (Sunrise Health Region, Yorkton in motion, SGI and Associated Engineering Ltd.) would like to thank you for attending this open house. We are in the process of gathering public feedback on the recommended Yorkton Cycling Network Plan. Your response will help us finalize the recommended plans.

1. How important is the implementation of the Yorkton Cycling Network Plan?

- Very Important
- Somewhat Important
- Neutral
- Somewhat Unimportant
- Very Unimportant

2. How important is it to have on-street bikeways on Darlington Street and Gladstone Avenue?

- Very Important
- Somewhat Important
- Neutral
- Somewhat Unimportant
- Very Unimportant

3. How important is the implementation of paved off-street pathways including Logan Green and the campground?

- Very Important
- Somewhat Important
- Neutral
- Somewhat Unimportant
- Very Unimportant

4. Do you have any concerns about the Yorkton Cycling Network Plan related to:

On-Street Bikeways: _____

Off-Street Pathways: _____

Parking: _____

Education and Outreach: _____



**Yorkton Cycling Network Plan
Public Open House Comment Sheet**

5. The following questions are in regards to the proposed implementation plan.

a) What do you like about the implementation plan?

b) What would you change in the implementation plan?

6. Do you have any suggestions on how to improve the Yorkton Cycling Network Plan?

7. Do you have any other comments / concerns related to the recommended Yorkton Cycling Network Plan?

THANK YOU!

