



7.0 IMPLEMENTATION

The implementation of the Cycling Master Plan requires a collaborative effort amongst government departments, organizations, stakeholders, key institutions and other interested parties to help carry out the strategic framework and “Four E’s” of cycling (education, enforcement, encouragement and engineering). The following describes the various partners involved in the development and implementation of the Cycling Master Plan, and their roles and / or responsibilities. Thereafter, discussion turns to specific programming opportunities and initiatives that can be explored under the “Four E’s”, and those which have been identified as priorities. A cost estimate for the implementation of the Cycling Master Plan routes is provided in *Appendix B*.

7.1 Partners

7.1.1 City of Sault Ste. Marie

- Key funding source
- Planning department will be the administrator of the Cycling Master Plan and advise Council of the need for revisions or updates. The staff of the planning department will make contacts with and organize other stakeholders to fulfill the guidelines.
- Engineering department will advise developers of cycling needs
- Recreation department may partner with other community groups (e.g. YMCA) to implement cycling education / summer adventure programs for youth
- Parks department will incorporate cycling in parks in accordance with these guidelines. Parks Departments in other cities have been instigators of cycling education programs.

7.1.2 Cycling Committee

The Cycling Committee will be the prime advisor to the City of the needs of the cycling community. When guidelines of the master plan have the opportunity to be implemented, the Cycling Committee will act as a watchdog.

7.1.3 YMCA

The YMCA offers summer adventure programs for youth through RYTAC and has integrated bicycle safety programs into its program offerings. When the Cycling Master Plan is completed the YMCA could promote cycling routes to its members.

7.1.4 Algoma District Health Unit

The Health Unit provides opportunity to promote safe cycling and has in the past developed cycling brochures and maps to promote a healthy lifestyle and support its own programs. Other cross promotion opportunities may exist.

7.1.5 Service Clubs

As with other recreation projects in the city, service clubs have acted as fundraisers and activity organizers. Service clubs could provide support to cycling activities and could encourage safe cycling through various programs and events that individual clubs develop. Active clubs in Sault Ste. Marie include:

- | | |
|------------------|-----------------------------|
| ▪ Rotarians | ▪ Kiwanis Club of Lakeshore |
| ▪ Optimists Club | ▪ Kinsmen Club |



7.1.6 Police

The police serve as a key advisor to the City of Sault Ste. Marie regarding the enforcement of road laws, and provide enforcement of road by-laws as they apply to cyclists. Through community services, the police provide cycling educational programs in schools. The police can also provide advisory services with regard to the development and implementation of the Cycling Master Plan.

7.1.7 School Boards

Schools have an important role in the teaching of safe cycling. Primary grades are important venues to teach proper safety in cycling. In partnering with the police, the schools can help to promote policing and their support of the cycling community. Schools can further promote cycling by providing bicycle parking and facilities on their sites.

7.1.8 Sault and Algoma Colleges

The Hub Trail passes by the Colleges making a distinct connection with residential areas of the city. Sault and Algoma Colleges can further promote cycling by providing bicycle parking and facilities on their sites. Police programs in the colleges can further be supportive of cycling.

7.1.9 Sault Ste. Marie Region Conservation Authority

The Hub Trail passes through Sault Ste. Marie and Region Conservation Authority lands. Other cycling routes lead cyclists to Authority lands for different recreational opportunities. A number of partnering opportunities for joint facility development and programming / event development exist.

7.1.10 Batchewana First Nation

In eastern Sault Ste. Marie, the Cycling Route will run adjacent to the Batchewana First Nation Rankin Reserve lands, creating an excellent opportunity to work collaboratively with the Batchewana First Nation with regards to facility planning, development and programming.

7.1.11 Provincial Government – Ontario Ministry of Northern Development and Mines

- Funding agency
- Support of transportation and green alternatives

7.1.12 Federal Government

- FedNor (a federal regional development organization that works with a range of partners in Ontario) is a funding agency
- Connections with Canada-wide trails programs can be facilitated by the senior government

7.1.13 Sault Ste. Marie Economic Development Corporation

The function of the completed trail will be one of economic development. Tourism can be sparked by promotion of the city as a cycling and trails destination. Promoting a healthy lifestyle will also make Sault Ste. Marie a desirable employment environment.



7.1.14 Media

The media as a partner can assist with promotion of activities related to cycling such as races, and fundraising events. Maintaining contact with radio, television and newspapers regularly will keep cycling at the top of the mind in the community.

7.1.15 Land Development Companies

As lands redevelop or greenfields are developed, cycling facilities should be more integrated into the site or subdivision developments. Information directed to the developers and their consultants would encourage the alternative transportation mode.

7.2 Education

7.2.1 Can-Bike

Can-Bike is a nationally certified program under the Canadian Cycling Association that offers in-class theory and practical training sessions to improve cycling skills, and increase awareness and appreciation of traffic safety. Courses are offered for every age and ability and include Kids CAN-BIKE, Adult Learn to Ride, CAN-BIKE 1 and 2, and Cycling Freedom for Woman, as well as CAN-BIKE Instructors Training.

To increase educational opportunities for Can-Bike, the following initiatives should be carried out:

- Promote the Can-Bike program through public outreach activity and promotional literature highlighting that courses are offered for every age and skill level.
- Facilitate Can-Bike Instructor training for partners and other interested parties increasing the number of qualified instructors to help expand and deliver courses.
- Provide greater access and opportunity for the delivery of Can-Bike programs throughout the City by securing various locations (i.e. community / recreation centres, work places, schools and other venues).

7.2.2 School Programs

School staff can incorporate cycling education into their curriculum by engaging students in bike to school programs and fun learning activities, hosting events and training workshops such as Can-Bike courses, inviting special guest speakers, and providing relevant literature and resources. School staff can also encourage students to participate in cycling activity through incentive programs such as commuter challenges or creative contests to develop bicycle promotion / education materials. In addition, school staff and students can collaborate in mapping / survey work to track and record bicycle routes / number of students who bicycle over a defined period of time.

Other program activities and initiatives that could be offered in relation to age or grade level include:

- Primary and Elementary schools – bike education festivals, helmet and bike safety check, bike poster making, bike decorating activities, bike education stickers.
- Secondary Schools – helmet fitting and bike repair workshops, student instruction / mentors for Primary and Elementary school children, plan / participate in bicycle excursions.
- Colleges – helmet fitting and bike repair workshops, instruction / mentors for Secondary School students, plan / participate in extended bicycle trips.



7.2.3 Driver's Education Schools

The city can work collaboratively with the Ministry of Transportation (MTO) and private driver training schools to develop curricula and facilitate seminars, educating drivers about cyclists and traffic safety, and increasing awareness and appreciation towards sharing on and off-road facilities.

7.2.4 Recreation Programs

Various programs and initiatives can be offered across the City engaging the local community and visitors to Sault Ste. Marie in enjoyable recreational and educational cycling activity. Example include group rides / races, workshops and community events to improve cycling skills and abilities, explore the various cycling routes in the City, and increase knowledge of bicycle safety. Whether events occur on a regular or one-time basis, the focus is to provide opportunity for cyclists to come together to enjoy and learn in an engaging and supportive environment, and provide relevant resources and materials.

Recreational cycling programs can be organized by a range of agencies including those:

- Operated by the City.
- Operated by the cycling community (i.e. an organization, club, member or group of members).
- Operated through places of employment.
- Operated by the private sector as part of the programming envelope of fitness and health centres
- Operated by NGO's, cycling and / or other charities for fundraising purpose.
- Operated by NGO's as part of ongoing delivery of physical fitness and/or education programs (e.g. Health Unit or YMCA)
- Operated through cycling ambassador programs.

7.2.5 Police education

Police can take part in bicycle safety education both as participants and facilitators. In the former, all police staff should be encouraged to undergo bicycle safety training such as CAN-BIKE gaining knowledge through in-class theory and practical field experience. In turn, police staff can act as role models for the community exemplifying safe and responsible cycling activity, and providing bicycle safety education through public outreach services.

Examples of public outreach services that could be offered by police staff include:

- Hosting bicycle safety events and educational campaigns across the City.
- Visiting school to help education staff and students on safe cycling.

7.2.6 Consulting Engineer Education

- The city can operate an educational seminar annually to educate the community that works with the development industry. Seminars can be part of conferences held in Sault Ste. Marie.

7.3 Enforcement

Enforcement involves the realization of the goals and objectives of the Cycling Master Plan to create a comprehensive cycling network, and safe and supportive cycling environment. The following measures serve to enforce these elements of the Cycling Master Plan.



7.3.1 Review Official Plan

Make the Principles of the Cycling Master Plan a part of the Sault Ste. Marie Official Plan.

7.3.2 Site Plan Requirements

Revise the site plan review requirements to indicate that bicycle parking is an important component of a site.

7.3.3 Highway Traffic Act

Police will enforce the Highway Traffic Act. The Act refers to traffic safety and signage requirements to which the city should adhere to. In order to be effective, the following initiatives should be undertaken by police:

- Increase the number of bicycles and bicycle patrol officers.
- Facilitate CAN-BIKE training for police staff.
- Provide resources and educational opportunity for the public to learn about traffic safety, the Highway Traffic Act, and existing traffic by-laws, rules and regulations.
- Provide opportunity for the public to share concerns with regards to road and trail safety, or report incidents or collisions.
- Work with City staff and volunteers to establish enforcement priorities based on collision research.

7.3.4 Signage

Proper signing should be installed on the Cycling Master Plan Route to inform cyclists and other road and trail users about the cycling network, and encourage safe cycling practices and co-operation amongst all users. Signing should be installed in adherence to the Highway Traffic Act, Ontario Ministry of Transportation (MTO), and / or current traffic by-laws, rules and regulations. In addition, regular monitoring and upkeep of signs should be conducted to ensure signing is adequate and well maintained.

For complete details regarding signage, please see *Chapter 5: Signage Guidelines*.

7.4 Encouragement

Encouragement of cycling through various program activities and initiatives is key to promoting the Cycling Master Plan, the cycling community, and bicycling as a safe, healthy, enjoyable, practical and sustainable means of transportation. The following measures serve to increase awareness, appreciation and participation in cycling.

7.4.1 Marketing Campaign

- Publicize the Cycling Master Plan by announcing its adoption.
- Organize an annual Cycling Marathon, community bicycle event or series of events to raise awareness.
- Celebrate cycling, and showcase the Cycling Master Plan and the cycling community.
- Encourage places of employment to participate in commuter challenge and bike-to-work programs.



- Increase public awareness of growing use, demand and support of bicycle use through monitoring and tracking mechanisms (i.e. bicycle counts, surveys, participation at events, profit margins)

7.4.2 Media and Outreach

- Have the Cycling Committee issue press releases quarterly regarding events, cycling programs, safety tips and rules of the road. Apply to a service club to help fund the information dissemination.
- Develop a comprehensive cycling map of Sault Ste. Marie identifying all on and off-road facilities, and highlighting attractions, events, bicycle businesses, cycling programs, safety tips and rules of the road.
- Develop promotional literature and materials to increase awareness and participation in cycling.

7.4.3 Conferences

- Participate and / or apply to host cycling or trails conferences to enhance tourism, build awareness and involve the public in cycling.

7.5 Engineering

7.5.1 Establish Engineering Standards

- Review relevant traffic engineering standards with regards to cycling guidelines. Make revisions to the standards to better integrate cycling into the transportation system of Sault Ste. Marie, and establish a safe, efficient, accommodating and attractive transportation mode.

7.5.2 Educate Staff and Partners

- Host an education seminar for City staff and partners focusing on traffic engineering principles and practices, and maintenance operations to ensure safe cycling conditions. Seminars should be held on an annual basis, preferably in spring prior to the optimal cycling season.

7.5.3 Construction of Priority Projects

- Prioritize construction projects and review them annually.
- Set a City budget for each of the construction projects
- Encourage service clubs to assist with funding projects that have a high priority.

For complete details regarding traffic engineering principles and practices, and maintenance operations, please see *Chapter 4: Design Guidelines* and *Chapter 6: Maintenance Guidelines* respectively.



7.6 Prioritization

As discussed, the development and implementation of the Cycling Master Plan requires collaborative effort amongst the various partners and interested parties to help carry out the strategic framework and “Four E’s” of cycling. The following outlines key programs and initiatives that have been identified as priorities with regard to education, enforcement, encouragement and engineering.

7.6.1 Education

- Partner with Driver’s Education schools
- Partner with media and develop / deliver media campaigns to promote cycling
- Tie a campaign to global warming
- Create a public awareness program for cycling
- Encourage a cycling safety program on radio or television

7.6.2 Enforcement

- Ticket cyclists for riding on sidewalk through police enforcement
- Charge fees for parking cars through municipal or private bodies
- Enforce wearing cycle helmets through by-laws

7.6.3 Encouragement

- Improve signage for cycling and information for motorists about cycling
- Create bicycle lanes
- Promote the installation of bike racks
- Create more paved shoulders
- Install pavement markings, lines and signs
- Establish cycle route maps around the city
- Create a heritage cycle tour
- Organize annual community events such as a Family Day Ride
- Consult regularly with cyclists

7.6.4 Engineering

The implementation of the Cycling Master Plan will facilitate a comprehensive cycling network and infrastructure that supports a bicycle friendly environment and the cycling community. The following identifies proposed routes, initiatives and future opportunities that have been identified as a priority in the development and implementation of the Cycling Master Plan.

Routes:

- Route 14E: Establish cycling route on Queen Street East in the downtown core and employ traffic calming measures such as raised intersections and loop / cyclist activated traffic signals
- Route 11A: Improve / construct shoulder paving on Landslide Road between Third and Fifth Line East
- Route 14A, 14C & 14D: Establish cycling route on Queen Street East, east of Pim Street via three lane vehicular and two bicycle lanes
- Route 15: Establish cycling route on Bay Street between East Street to Pim Street
- Route 6: Establish cycling route from Hub Trail at Second Line and Carmen’s Way to Korah Collegiate High School property and Goulais Avenue
- Route 34: Establish cycling route between Sackville Road and south end of Industrial Park Road



- Route 36: Establish cycling route through Fort Creek Conservation Area / Kiwedin School south property between Hub Trail along Carmen's Way north of Second Line East and North Street
- Route 4: Establish safe cycling route under the CN Railway between the Hub trail at Wellington Street West and Carmen's Way, and Lyons Road along Wellington Street West
- Route 20A (north section): Establish cycling route between Old Garden River Road and Willow Avenue at Northern Road
- Route 20B: Establish cycling route towards downtown via Pim / Church Streets
- Route 20A (central section): Establish cycling route between McNabb Street and Smale Avenue; and, between Smale and MacDonald Avenue via Poplar Avenue

Initiatives:

- Carry out road maintenance to improve cycling conditions and opportunities
- Create connecting links
- Create shortcuts for cyclists
- Install bicycle lanes on Pine and Pim Street
- Create multi-use trails along Second Line East and West
- Construct boardwalk extension along Waterfront
- Improve Fourth Line East west of Great Northern Road
- Improve Third Line West extension
- Create 2-way bicycle lane on south side of Bay Street from the Bush Plane Museum to the Library
- Bury hydro on Queen Street
- Improve existing path from McNabb Street north to Hiawatha (currently snowmobile route east of Black Road / power line and Farquhar Street) via addition of ¾" granular to current crushed fines / stone dust

Future Opportunities (refer to Appendix A – Map 5: Future Directions)

- ***Mid-block crossings:*** The urban boundary of development promises to expand beyond the existing limits. Cycling must be recognized as an integral component of transportation planning. Arterial roads have been defined as barriers to cycling. As land-use development is planned, mid-block crossings of existing and future arterial roads must be considered. Such crossings should be
 - Spaced no greater than 500 m apart
 - Provide separate cycling access from motorized vehicles and pedestrian crossings
- ***East-West Corridor:*** The urbanization of Sault Ste. Marie between the CP Rail and the waterfront, below the Korah Bench, did not consider cycling in its development. Many streets have typically narrow (3.2 m) lanes. This compares to the wide (4.5 m) curb lanes that are now part of the engineering vocabulary of Sault Ste. Marie. The Huron Central Railway has declined the City's request to construct a trail within the railway right-of-way (ROW) adjacent to Trunk Road. Nonetheless, opportunities should be sought to realize a continuous east-west cycling corridor below the Korah Bench. A possible route option that should be explored is along Trunk Road and Wellington Street.