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Appendix E: Outreach, Education and Awareness Supporting Technical Paper



City of Vaughan

Pedestrian and Cycling Master Plan

Outreach, Education and Awareness

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1. Introduction

The City of Vaughan initiated a study to develop an updated city-wide Pedestrian and Bicycle Master Plan to foster a culture that is supportive of walking, rolling and riding, expand associated facilities and guide behavioural change in the community. The study built on the *2007 Pedestrian and Bicycle Master Plan* and the *2012 Transportation Master Plan Pedestrian and Bicycle Network Plan*.

Community engagement was a high priority when discussing a Vaughan Pedestrian and Bicycle Master Plan update. The voices of all residents and visitors was a vital component in shaping the future of walking, rolling and riding within the City of Vaughan. The community engagement process was a robust and transparent Phased approach. The process was designed to ensure that local residents, visitors, businesses, and other stakeholders had multiple opportunities to participate in conversations about walking, rolling and riding in the City of Vaughan and provide feedback on ways to make active forms of transportation more desirable and commonplace.

This report provides a description of: the public consultation, communication and engagement activities undertaken during the first three phases of the Vaughan Pedestrian and Bicycle Master Plan Update (Section 2); a summary of the feedback received from the engagement activities (Section 3) as well as the type of activities and programs that can support the implementation of the Action Plan (Section 4); and next steps in the outreach, education and awareness process (Section 5). More detailed summaries of participant feedback are included as appendices.

2. Public & Stakeholder Engagement

2.1. Engagement Process Overview

The bulk of the community engagement program was delivered in three phases over 10 months (June 2017 – April 2018) that aligned with the major phases of developing the Pedestrian and Bicycle Master Plan and exceeded the requirements of Phases 1 and 2 of the Municipal Class Environmental Assessment Act (2000, as amended in 2011). The information gathered during the first three phases of the engagement process will be used to develop the draft Pedestrian and Bicycle Master Plan update report which will be released to the community and stakeholders for review during the fourth and final phase of the study process.

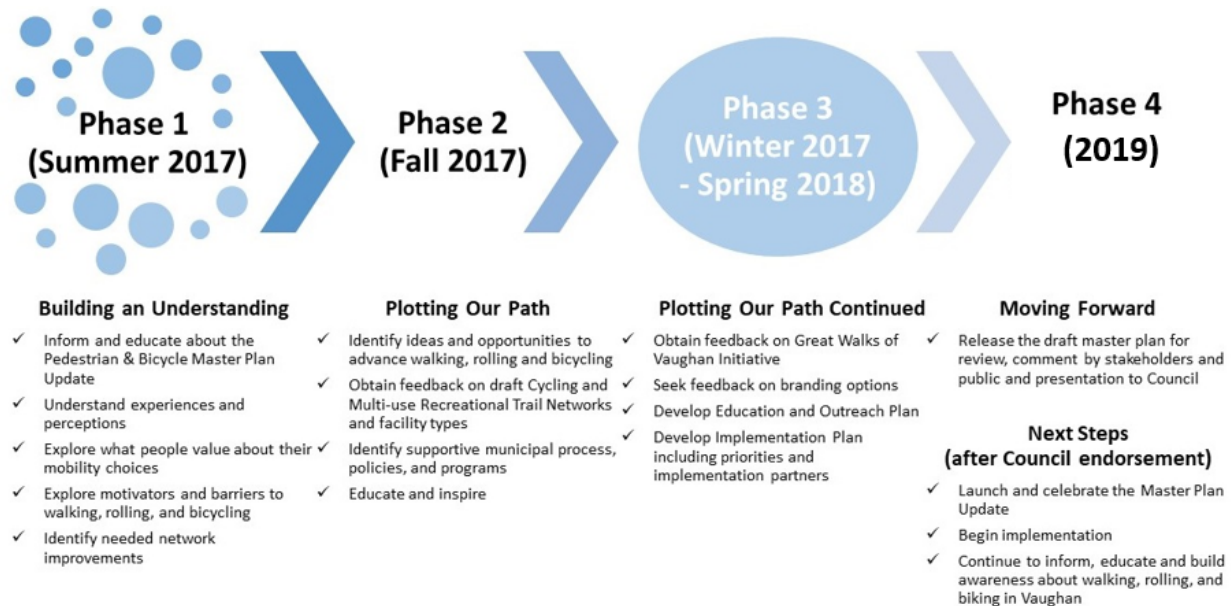


Figure 1 City of Vaughan Pedestrian and Bicycle Master Plan Update Community Engagement Timeline

The public and stakeholder engagement strategy combined methods of face-to-face and digital engagement while using various channels to promote and disseminate information about the Master Plan update.

The City of Vaughan established a dedicated project webpage (www.vaughan.ca/cycling) and used Twitter, Facebook, Instagram, digital signage boards, project posters, the newspaper and information cards to inform members of the community about the Pedestrian and Bicycle Master Plan update and ways that they can be involved in the study process.

2.2. Engagement Tactics Overview

2.2.1. Pop-Up Community Conversations

The bulk of the public and stakeholder engagement was focused on “bringing the consultation to people”.

As such instead of hosting traditional Public Information Centres at strategic points in the study with a set time and location, the study team hosted Pop-up Community Conversations. The information that is traditionally presented at Public Information Centres was brought to existing community events, and places of gathering, and used to facilitate conversations with residents. The study team found that this approach resulted in significantly more feedback from a broader spectrum of residents.

Additional local capacity value was added to peer-to-peer engagement approaches with the onboarding of community ambassadors. Local community members were hired and trained to assist with much of the on-the-ground delivery of Pop-Up Community Conversations. Involving local community members in the processes also allowed for the added benefit of empowering local champions in the community beyond the completion of the project process.

In 10 months, over 3,000 people were engaged through 128 hours of face-to-face conversations at 39 local events and places of gathering (i.e. community centres, parks, libraries, etc.) across all five wards of the City. Pop-up locations were strategized to reach a diverse array of residents. Some well-attended pop-ups included those held at: The City's Concerts in the Park series; Neighbourhood Park Opening Events; Canada Day Celebration; Woodbridge Village Farmer's Market; Christmas Tree Lighting and Menorah Lighting Ceremonies; Winterfest; and the City of Vaughan Earth Hour Celebration.

The opportunity to engage with community members at these events was also used to inform and educate people about the walking, rolling and biking opportunities in the City of Vaughan and York Region. Project team members were able to talk to residents one-on-one and provide support and resources as needed. Popular resource items included the York Region Trail Guide and Cycling Map, as well as walking, rolling, and riding buttons, pins and water bottles with the project's logo and webpage stamped on them.

2.2.2. Digital Engagement

Increasingly, the public and stakeholders are expecting and seeking digital engagement opportunities in parallel with face-to-face engagement. Digital engagement opportunities were used throughout the engagement process to mirror Pop-Up Community Conversations but allowed people to provide feedback on their own time and at their own leisure.

The first digital platform, SurveyMonkey, was used to administer a community survey with open-ended questions to explore current conditions and perceptions related to walking, rolling and riding through the City of Vaughan. The second digital platform, Social Pinpoint, was used to administer an interactive mapping survey tool to gather feedback on potential network improvements for specific locations throughout the city. This included the ability to drop a marker and include comments and/or photos for additional context. Participants also responded to specific survey questions and could indicate that they like or dislike other participants comments/feedback.

Over 900 people were engaged in digital engagement through the participation of both online survey platforms that were collectively open for public feedback for 14 weeks. Each of the digital engagement platforms were publicly promoted through various digital channels including the project established website (<http://vaughan.ca/cycling>), the City of Vaughan Facebook, Twitter and Instagram and various, digital boards.

The opportunity to engage with community members through online platforms was also used to inform and educate people about the walking, rolling and biking opportunities in the City of Vaughan and York Region. The project website hosted background information and additional resources to provide education, awareness and support to the public and stakeholders.

2.2.3. Stakeholder Advisory Group

A more in-depth approach to engagement was undertaken with the establishment of a Stakeholder Advisory Group (SAG). Key stakeholders were invited to share their feedback during workshop style meetings throughout the engagement process. This group of 65 key stakeholders, representing different perspectives, was formed to discuss and shape the development of the Pedestrian and Bicycle Master Plan Update. The SAG met once in each phase of engagement for a total of three times over the course of the Pedestrian and Bicycle Master Plan Update engagement process.

Some of the SAG members included City of Vaughan staff from various divisions and departments across the organization; York Region staff including representatives from York Region Transportation Services, York Region Community and Health Services, York Region Police (YRP), York Region Transit, etc.; Toronto and Region Conservation Authority (TRCA), Canadian Automobile Association; Central Counties Tourism; Smart Commute North Toronto/Vaughan; York Region Cycling Coalition (YRCC); Vaughan Bicycle User Group (BUG); Metrolinx; Rate Payers Associations, to name a few. A full list of participants is presented in **Appendix A**.

The group provided an ongoing forum for advice, feedback and guidance to the City of Vaughan and the project team at key points during the plan update process. This group was also able to disseminate information about the project to their various networks.

2.2.4. Bicycle Friendly Communities Workshop and World Café

A Bicycle Friendly Communities Workshop and World Café was hosted in partnership with York Region and facilitated by Share the Road Cycling Coalition. Members of Council, City staff, Stakeholder Advisory Group members and the public were invited to participate. Both the workshop and world café were held on the same day and served as the third Stakeholder Advisory Group meeting. A total of 52 stakeholders and residents attended.

During each session, attendees were provided with a presentation about the “5 Es Approach” (Engineering, Education, Encouragement, Enforcement, and Evaluation and Planning) to developing a more bicycle friendly Vaughan and shared their own perspectives, knowledge and experience with the project team.

The 4-hour afternoon workshop session guided participants through a strategic visioning exercise around policies, programming and public awareness of a Pedestrian and Bicycle Master Plan Update. Participants then developed a list of priority actions that could be undertaken in 2-years to help the vision become a reality.

The 2-hour evening world café session led a series of guided discussions around specific key themes that were identified during the afternoon workshop. Themes included, public awareness campaigns, communication about existing assets, bike month, community rides, and a signature cycling event in Vaughan.

2.3. Phase 1 Engagement Overview

The first phase of engagement occurred from June 14 to August 27, 2017. The purpose of the first phase of engagement was to:

- Understand the current experiences, perceptions, barriers and motivators to walking and biking of Vaughan residents;
- Explore what the public values about their mobility choices; and
- Collect data directly from the public to identify network opportunities.

Feedback was collected through online and in-person surveys, 'Pop-Up Community Conversations' events and an established Stakeholder Advisory Group (SAG). Full details are available in **Appendix A**.

2.3.1. Pop-Up Community Conversations

During Phase 1 a total of 19 Pop-Up Community Conversations events were conducted at community centres, parks, and events located in all five wards of the City. Participants were invited to share their perspectives on what motivates them to walk, roll or bike in Vaughan and what they find prevents them from doing so. Two large-format boards were used at pop-up events to solicit feedback.

The first asked residents to affix comments, using sticky notes, to two questions about walking, rolling or biking around Vaughan:

- 1) What motivates you to walk, roll or bike...
- 2) What prevents you from walking, rolling or biking...

A second board featured a map of the City, and colour-coded stickers were used for residents to indicate where they live and three destinations they frequent regardless of transportation mode. The data derived from this board was subsequently used by the project team to conduct an origin/destination analysis to understand how people move around Vaughan.

The main Pop-Up Community Conversation event held in Phase 1 was the Canada Day Event at Boyd Conservation Area on July 1st 2017. The project team and community ambassadors encouraged everyone to complete an online community survey and gave out project branded reusable water bottles to participants who filled it out on the spot. This promotion resulted in 120 online surveys being filled out. Additionally, a free bike valet and \$5 food voucher for any event food vendor was offered to those that parked their bikes.. Over 100 residents used the bike valet. The City should consider providing bike valet at major City events, specifically those with parking constraints. This pop-up event and Canada Day bike valet was promoted through the Notification of Study Commencement in the local newspaper.

It is estimated that in total, over 1,700 people were engaged in conversations about walking, rolling and biking in Vaughan through Phase 1 pop-up community conversations.

2.3.2. Digital Engagement - Community Survey

A statistically significant survey was developed to collect information from community members to inform the development of the Master Plan update. The survey asked respondents multiple-choice and open-ended questions to identify attitudes towards walking, rolling and biking in the City. The survey also captured demographic information and suggestions for improving biking and walking facilities in the City.

The survey was delivered through a combination of online and in-person efforts and was administered through SurveyMonkey. Survey responses were solicited by the project team at numerous engagement events held across all five wards of the City. The team promoted engagement in the project and handed out information cards with a link to the survey. Incentives such as the opportunity to win a prize draw for a Fitbit Surge, as well as the distribution of free project branded reusable water bottles was offered as an incentive to encourage people to complete the survey and help randomize the responses.

The survey was available to participants from June 14 to August 4, 2017. A total of 654 surveys were completed, providing a statistical accuracy of +/- 3.8%, 19 times out of 20.

2.3.3. Stakeholder Advisory Group

The first SAG meeting was held on August 2, 2017 and was attended by 36 participants. The objectives of the meeting were to:

- Introduce and provide an overview of the project;
- Introduce and review the purpose and role of the SAG;
- Explore barriers and motivators to walking, rolling and biking in Vaughan; and
- Explore network improvement opportunities in Vaughan.

SAG members were provided with a presentation on mobility which included the history of cyclist culture in The Netherlands and opportunities to apply similar thinking in Vaughan. Members were later divided into small groups designated for both “Bicycling” and “Walking/Rolling” to discuss strengths, weaknesses and opportunities. Members were given the time to rotate between both groups and provide their personal perspectives in a collaborative format.

A network mapping activity was used to discuss and consider an integrated approach to how people move through Vaughan by walking/rolling, riding a bike, and driving. The SAG worked in small groups to discuss 4 target group trip types (i.e. commuter trips, school trips, everyday trips, recreational trips). Participants then used strings to identify, outline and amalgamate the most important/common origins, destinations and links between all four trip types. This provided a birds-eye picture of origins and destinations most ideal to the Vaughan networks.

2.4. Phase 2 Engagement Overview

The second phase of engagement occurred from November 6 to December 17, 2017. The purpose of the second phase of engagement was to gather feedback on:

- Proposed draft cycling network;
- Proposed draft multi-use recreational trails network;
- Comfort levels of various active transportation facilities from the perspective of a pedestrian, cyclist or motorist; and

- Uses associated with various multi-use recreational trail surface treatments.

Feedback was collected through pop-up event conversations, online mapping engagement, and an established Stakeholder Advisory Group (SAG). Full details are available in **Appendix B**.

2.4.1. Pop-Up Community Conversations

A total of 11 pop-up conversations were conducted at community centres, libraries and events located in all five wards of the City. Participants were invited to share their perspectives on the proposed network and types of route facilities and treatments, as well as offer general comments about walking, rolling, and bicycling across the city.

Five large format comment boards were used to capture feedback from the participants. To address comments received during Phase 1 regarding the need for more and/or improved sidewalks, cycling facilities and multi-use recreational trails, two boards displayed a first draft of the cycling and multi-use recreational trail networks developed using information gathered during Phase 1 consultation efforts. Residents were encouraged to offer general comments as well as comments specific to proposed routes. Feedback was recorded on sticky notes and then placed directly on the map.

Two other boards provided residents the opportunity to offer feedback on preferences for different pedestrian and cycling facility types, as well as surface options for multi-use recreational trails. Regarding trail surface options, a board displayed images of various surface treatments – ranging from concrete to an informal path – with spaces for attendees to offer comments on what they preferred and what activities they would use each for.

Another board provided diagrams of cross-sections with different pedestrian and cycling facilities. Comments could be offered on what attendees liked and did not like about each cross-section, and also provide an indication as to how comfortable they would feel using the corridor whether a pedestrian, cyclist or a driver. Using stickers, they were able to provide a rating between 1 (do not like) and 5 (like).

Resident input during Phase 2 engagement, was used to enhance the draft network plans with local knowledge and resulted in the inclusion of additional links to the ‘Vaughan Super Trail’, the Vaughan Metropolitan Centre, as well as additional cycling routes connecting to adjacent municipalities such as Hilda Avenue to Toronto and Lebovic Campus Drive to Richmond Hill, to name a few.

The main Pop-Up Community Conversation events held in Phase 2 was the Christmas Tree Lighting Ceremony at Vaughan City Hall on December 1st 2017 and the Menorah Lighting Ceremony at Garnet A. Williams Community Centre on December 17th 2017. The project team and community ambassadors encouraged everyone to provide feedback and gave out project branded Christmas ornaments at the Christmas Tree Lighting Ceremony and project branded reusable water bottles at the Menorah Lighting Ceremony.

In total, over 520 people were engaged in face-to-face conversations about walking, rolling and biking in Vaughan through Phase 2 Pop-up Community Conversations.

2.4.2. Digital Engagement – Online Mapping Tool

Social Pinpoint was utilized to provide an online option to capture the same type of feedback sought during the Pop-up Community Conversations. The tool allowed participants to drop icons representing 'Something I Like', 'Something I don't like', or simply comment directly onto specific locations on the Draft Cycling and Multi-use Recreational Trails Network map. Sidebar activities offered further opportunities for participants to provide general feedback on the network as well as rank comfort levels of different pedestrian and cycling facilities. Participants were also able to provide feedback on multi-use recreational rail surface options.

The digital engagement tool was open from November 6 to December 20, 2017. During that time, 169 comments were received on the proposed network maps and 30 people shared their insights on the facility and surface type activity. A total of 322 unique users visited the site and 37 participated in the engagement activities. It should be noted that no incentive (i.e. a chance to win a prize) was offered to those who filled out the survey and the response rate was about half of the survey that was administered as part of Phase 1.

2.4.3. Stakeholder Advisory Group

The second SAG meeting was held on November 6, 2017 and was attended by 18 participants. The objectives of the meeting were to:

- Provide a project update;
- Present highlights of feedback received through the first phase of engagement;
- Present and receive feedback on preliminary on-road and off-road bicycle networks; and
- Present and receive feedback on potential bicycle facility classifications.

A similar approach to public engagement activities was taken with the SAG to obtain more in-depth feedback on the proposed bicycle networks and obtain insights on route facility types. During this meeting, participants received a presentation on developing the draft preliminary bicycle network and then worked through two activities to provide feedback. The first activity reviewed the proposed bicycle networks in greater detail and participants discussed the following questions what they like, what they would change, what the project team should consider and which routes should be a priority for Vaughan. The second activity focused on discussions about comfort levels and facility classifications. The purpose of the activity was to review the different classes of facilities and rank them in terms of comfort and to indicate where various facilities would be most appropriate on the network maps.

*Please note that as the engagement process progressed the terms on-road and off-road network were replaced with the terms cycling network and multi-use recreational trails network, respectively, to reflect input received with respect to facility and preferred level of separation.

2.5. Phase 3 Engagement Overview

The third phase of engagement occurred from February 11 to April 16, 2018. The purpose of the third phase of engagement was to:

- Report back on the draft Preferred Cycling and Multi-Use Recreational Trail Network;
- Seek feedback on branding options;

- Inform the City's Great Walks of Vaughan initiative; and
- Identifying priorities and implementation partners

Feedback was collected through pop-up event conversations and a Bicycle Friendly Communities Workshop facilitated by Share the Road Cycling Coalition. Full details are available in **Appendix C**.

2.5.1. Pop-Up Conversations

A total of nine pop-up conversations were conducted at community centres, and events located in all five wards of the City. Participants were invited to write comments on sticky notes and place them on the boards and/or map. Our project team and ambassadors also recorded comments for each conversation.

Five large format comment boards were used to capture feedback from the participants. In an effort to report back to residents and stakeholders on progress and how feedback was being incorporated into the study, the first board displayed the draft preferred cycling and multi-use recreational trail networks developed using input received during Phase 1 and Phase 2.

One of the deliverables of the study was to look into developing an identity or brand for active transportation in Vaughan to be used during the study as well as moving forward as staff continue education and outreach efforts related to active transportation. The second board provided participants the opportunity to offer feedback on branding ideas. This board highlighted two identity options as a base thinking. Other suggestions were encouraged and welcomed. Residents were invited to provide comments for what they liked and did not like about the following two options: 'Stroll & Roll Vaughan' and 'Walk, Roll & Ride City-Wide'.

The third board provided participants the opportunity to offer feedback on ideas to encourage advancing walking, rolling and biking across the City by: The City/Region; Public Organizations; Businesses; Individuals; and Other. This provided the opportunity to identify implementation partners and highlight that in order to make walking, rolling and biking more common place in Vaughan there is a shared responsibility.

The fourth and fifth boards invited participants to provide feedback on where they currently like to walk and what would make walking more fun. Feedback provided on the map was represented with dot stickers and feedback provided on the board was documented using sticky notes. The results of this activity were used to help inform the City's Great Walks of Vaughan initiative. This initiative is developing a multi-generational program aimed at encouraging residents – from young children to seniors – to physically explore and discover Vaughan's outdoor trails as well as Region and Local parks through a series of promotional materials.

Additionally, participants were encouraged to share their walking and bicycling stories by completing a profile card responding to 'Why I Bike; or 'Why I Walk'. Stories, either written or drawn, were intended to demonstrate the diversity of people that walk, roll, and bike in Vaughan and highlight the reasons why people walk, roll, or bike to get around the City. To date, the City has collected hundreds of these profile cards.

The main Pop-Up Community Conversation event held in Phase 3 was Winterfest at Vellore Village Community on February 11th, 2018. The project team and community ambassadors gave out project branded reusable water bottles to encourage people to talk to us about walking, rolling

and biking, provide feedback on the display boards and fill out profile cards. Approximately 400 people stopped by the booth and learned about the Pedestrian and Bicycle Master Plan update.

2.5.2. Bicycle Friendly Communities Workshop and World Café

A Bicycle Friendly Communities (BFC) Workshop and World Café was hosted in partnership with York Region and facilitated by Share the Road Cycling Coalition. Members of Council, City staff, Stakeholder Advisory Group members and the public were invited to participate in two sessions on March 8th, 2018.

The BFC Workshop and World Café was promoted to the public through the City's website, social media channels, e-news letters and City TVs. Formal invitations were sent to Stakeholder Advisory Group members including City of Vaughan staff. A total of 52 stakeholders and residents participated in the Bicycle Friendly Community Workshop and World Café sessions.

Participants during each session received an overview presentation of the "5 Es Approach" (Engineering, Education, Encouragement, Enforcement and Evaluation and Planning) to developing a more bicycle friendly Vaughan and shared their perspectives, knowledge and experience with the project team.

For the purpose of this BFC Workshop and World Café, participants were asked to focus on 4 "programmatic" Es which excluded Engineering.

The afternoon workshop session included a 4-hour strategic visioning exercise around policies, programming and public awareness of a Pedestrian and Bicycle Master Plan Update. Participants worked in small groups to brainstorm ways that the general public, City of Vaughan and other related partners could educate and encourage walking, rolling and biking across the City.

After broadly envisioning programs and policies for a five-year timeline, participants were challenged to develop a two-year strategy. All attendees democratically selected three choices that could be considered to be implemented in two years and identified ways in which they personally, or the organization they were affiliated with, could support this program or policy. This activity sent a powerful message by highlighting that growing walking, rolling and biking in the City is a joint responsibility and that it'll take many hands, including residents, to bring the plan to reality.

The intent of this exercise was to develop a short-term work plan for Vaughan while emphasizing that implementation of various programs and public awareness initiatives is a share responsibility.

The evening World Café session included a 2-hour guided discussion around key themes that were identified during the afternoon session. Attendees were guided between three discussion topics to collectively share their personal experiences and collaboratively brainstorm opportunities of improvement. The three areas of discussion were bike month, community and public awareness, and effective education.

3. 'What We Heard' - Summary of Feedback

The community's care and passion for shaping the future of walking, rolling and riding within the City of Vaughan was evident from what we heard throughout the engagement process. Many participants expressed excitement for the Pedestrian and Bicycle Master Plan update and were enthusiastic to provide their thoughts and opinions to the project team regarding this important city-driven initiative. Feedback collected through engagement activities was analyzed to inform the update and is summarized below. For full details refer to the appendices of this report.

3.1. Current Behaviours

Most respondents indicated that they drive their car alone every day or several times a week. However, a significant segment of the respondents indicated they walk or bike several times a week.

Most respondents self-identified as recreational or occasional users of both walking and biking. A few participants noted that existing trails are working well for both walking and biking (i.e. Bartley Smith Greenway and Humber Trail). These trails were noted as being good for fun and enjoyable family activities. It was also noted that users of existing trails enjoy experiencing the outdoors and nature. Economic factors (i.e. no associated cost), environmental benefits, a way to experience natural surroundings and ease of getting around were also cited as motivations to walk, roll and ride more.

Overall, physical, mental and environmental health reasons were leading motivational factors in encouraging people to walk, roll and ride.

Respondents noted that these forms of active transportation are important for the environment as well as being a fun, enjoyable exercise and leisure activities for individuals, families and groups. Several respondents also noted that these activities are good forms of stress relief for overall mental health and quality of life. This motivational rationale correlates with a strong indication of public willingness to walk, roll or ride more frequently, and for longer durations, for recreational purposes. Most respondents, for both walking/rolling and biking, indicated that they would consider it acceptable to spend 15-30 minutes for their commute to/from work, school or other frequent commitments, and 5-15 minutes for part of the trip to carry out tasks or errands. In terms of recreational activities, respondents were more willing to walk/roll or socially bike for 30 minutes or more.

3.2. Key Themes

Feedback collected through public and stakeholder engagement activities were analyzed and summarized into the following key themes.

3.2.1. Safety

Although there is a willingness to walk, roll and ride more throughout the City, safety is an extreme concern and was consistently expressed throughout the engagement process. There is a general lack of confidence in all modes of transportation being able to interact safely on the roads. Regarding both walking and biking, many respondents noted they are currently uncomfortable moving through the City, regardless of the distance of travel required

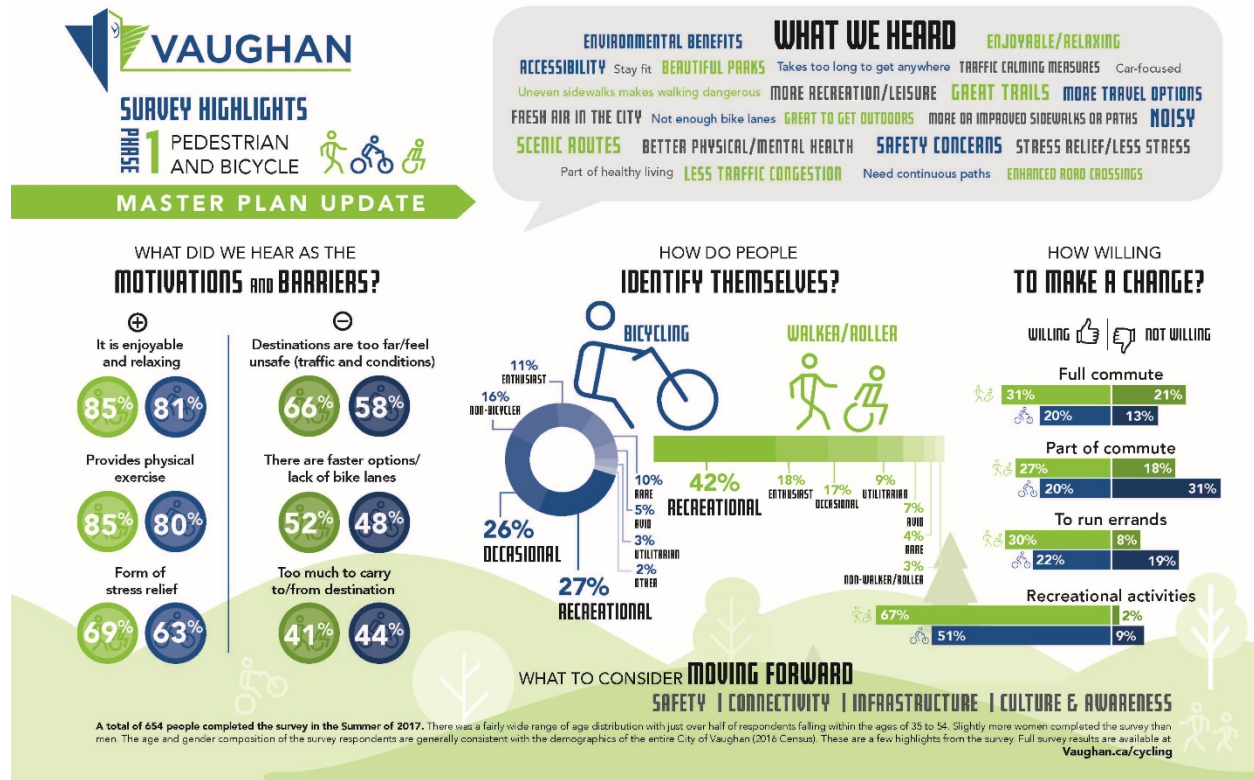


Figure 2 Survey highlights for City of Vaughan Pedestrian and Cycling Master Plan Phase 1 Engagement

Regarding biking specifically, many respondents indicated that they feel uncomfortable, or very uncomfortable riding a bike in Vaughan. The majority of respondents also indicated that they would be more comfortable riding if they did not have to mix with traffic. Greater separation between all modes of transportation is preferred as a means of addressing safety concerns. This was especially noted between bike users and drivers, but concerns about walking, rolling and biking mixing safely was also mentioned. Additionally, the speed of traffic was a major area of concern, particularly in residential areas with long, straight road grid designs and all on-road and off-road networks predominately used by families with young children. Traffic calming measures were recommended in school zones and around community centres in order for walking or biking to be a safer option for youth.

A sense of safety and comfort for walking, rolling and riding centers also around the level of comfort at road and intersection crossings, as well as connections between on-road and off-road networks. The prioritization of signal timing for pedestrians and cyclists was suggested along with right-of-way signaling. Off-road paths are important to provide safe bicycling options to busy arterial roads. Some specific areas mentioned when discussing safety were crossings at and around: Highway 400, Highway 407, Keele Street (up to Steeles Avenue), Rutherford Road, Major Mackenzie Drive, Jane Street and rail yards and railways.

More and improved sidewalks and pathways were also suggested to enhance comfort levels and address safety concerns for both those who are walking, rolling and biking. The need for pathways that are clear of debris and waste to enhance road conditions, especially for accessibility

purposes, was noted. On-going maintenance was emphasized as important to users for new and existing sidewalks, bike facilities and trails. This is especially important for the ease of mobility of the 'rollers' of Vaughan. Lighting and/or cameras on trails were also noted as an opportunity to improve safety at all times of day for people for all ages.

3.2.2. Infrastructure

Many respondents indicated the need for more and/or improved sidewalks and bicycling facilities to make active transportation a viable travel option. Several respondents indicated a preference for separated bicycling facilities, particularly bollards, planters or other physical obstacles, rather than standard painted lanes. Multi-use recreational trails within open space, in-boulevard cycle tracks, in-boulevard multi-use paths and raised cycle tracks were most preferred by respondents in regard to comfort levels due to increased physical separation from motorized vehicles. Though there was a reoccurring concern of pedestrians and cyclists mixing on shared facilities. In general, a separate space for each user (i.e. pedestrian, cyclist and motorist) was preferred regardless of user commenting. Advisory Lanes were generally regarded as undesirable and potentially dangerous, whereas many appreciated the improvement with paved shoulders in comparison to the gravel surfaces prevalent on rural road segments. Curb and raised tracks were seen as a benefit in high-traffic/volume environments and preferred on primary/regional roads. Paved shoulders are seen as well-suited to rural routes. A general concern raised regarding infrastructure included if adding bicycling facilities will result in decreased road space/increased congestion for drivers.

Physical barriers and land use patterns for direct routes to destinations were important opportunities that were highlighted, particularly in reference to enhancing road crossing and accessibility. A few key locations include Highway 400, Major Mackenzie Drive, Rutherford Road, dead end streets and abrupt ending sidewalks. A few participants noted the importance of facilities for those who bike that use regional roads to go north of the City, as well as the need to extend existing lanes such as Dufferin Street.

Concrete surfaces were noted as suitable for walking and biking but considered less preferable for running. Additionally, concrete is perceived as expensive and less environmentally sensitive in comparison to other options. Asphalt was noted as a better all-purpose surface, and good for accessibility and use in all kinds of weather. Respondents also noted support for gravel/limestone (and some suggestions for permeable paving) for biking and walking. However, some respondents also noted that gravel/limestone is not good in wet weather and will require proper on-going maintenance to be useable (particularly in winter).

The 'Vaughan Super Trail' was noted as valuable to respondents. When the project team members spoke about the 'Vaughan Super Trail' idea, participants were excited and voiced strong support for the overall concept. Most participants indicated that it would be a great recreational opportunity and overall destination for residents and visitors of all ages. They liked the connectivity that the project would bring to the City's multi-use recreational trail assets (connectivity will be further discussed in the next section). In addition, residents were excited about the "Great Walks of Vaughan" initiative stating that there needs to be more awareness about existing multi-use recreational trails and park pathways. Residents also asked about organized walks and group programming as it relates to recreational opportunities.

Additionally, there was emphasis noted on maintenance for infrastructure for new and existing cycling facilities and multi-use recreational trails and pathways.

3.2.3. Connectivity

The current lack of connectivity of active transportation networks across the City of Vaughan significantly impedes the motivation of respondents to walk, roll and ride more often. This greatly influences the comfort levels associated with safety concerns and is critical to the viability of active transportation across the City. Connections were recommended to be consistent, easily accessible, safe and linking to specific locations. Better connections were emphasized to major trails/roads, key destinations and facilities. Specific examples noted by respondents of key destinations to consider improving connectivity within the pedestrian and cycling networks included: GO Transit Stations; TTC stations; Viva/York Region Transit; Wonderland; CN Rail overpass; Vaughan Mills Mall; Future Edgeley Pond and Park; York University; Valley Vista/Freedom Trail; Finch hydro corridor trail; local schools; local community centres; and Vaughan Metropolitan Centre destinations. Many respondents also noted a need for pathway connections within communities and subdivisions especially connecting to schools so students can walk or cycle more easily and safely.

Access over physical barriers is also critical and extremely valuable to users connecting with specific facilities, institutions and parks through on-road and off-road networks. A few respondents also noted a need for pathway connections within communities and subdivisions, especially connecting to schools as well as linkages between trails and parks, such as Maple Nature Reserve and North Maple Regional Park. Connecting trails to key locations, such as the Bartley Smith Greenway where it ends at Langstaff Road, as well as Steeles Avenue where the network fails to connect with City of Toronto G. Ross Lord trail, were noted recommendations.

3.2.4. Awareness & Culture

Public awareness and a shift in culture is arguably the most important ingredient in successful implementation of a Pedestrian and Bicycle Master Plan Update for the City of Vaughan. There is a strong public perception that roads are primarily used by motorized vehicles and a shift in culture is strongly desired by respondents. An emphasis on education, encouragement and creating a culture of walking/rolling and biking is needed to enhance the public understanding about the importance of active transportation and the services available across the City of Vaughan. Training programs, education and marketing campaigns were repeatedly suggested to generate public awareness of existing cycling facilities and active transportation infrastructure to encourage a change in behaviour for the future. A significant number of residents that took the time to speak with the project team during one of our man community pop-up events were surprised to learn about nearby multi-use recreational trails, park pathways and pedestrian/cycling connections. Existing infrastructure was generally communicated using the York Region Cycling Map and Trails Guide. The City of Vaughan should consider developing their own cycling and multi-use recreational trails map or guide which can also serve as a tool to education and inform residents.

Way-finding and signage branding was suggested in order to shift the current cultural perception, create awareness, and make it easy and convenient to get around the City by walking, rolling and cycling. Training programs and education for drivers and youth were particularly noted as important to include in any public awareness process as the project progresses.

Programs to encourage walking, rolling and biking were suggested such as community rides, signature cycling events during bike month, public awareness campaigns and communicating about existing assets. Additional feedback to support programs and policies included, data

collection on key routes, bike valet services at public events and establishing community partners like a Cycling Advisory Committee and Active Transportation Committee.

3.2.5. Developing an Identity

Vaughan is currently perceived by many as a car dominated community. Overcoming that perception is the long-term objective of developing a walking and biking brand for the City. Brands are much more than logos, they are about perceptions and what people think about something. Developing an identity is not a graphic design exercise completed in isolation of community input, and thus community engagement was integral to initiate this process. To develop an identity for walking and biking in Vaughan, an understanding of the community's perceptions needed to be understood. Two messaging ideas for visual identity and marketing concepts were drafted and proposed to the public in order to create dialogue about the future brand of active transportation in Vaughan. Feedback was gathered about initial perspectives on whether or not the messaging resonates with the community, as well as if the concepts are catchy, visually appealing and appropriate.

Throughout the engagement process, 'Developing an Identity' ballots were provided for respondents to indicate preference on one of two proposed identities and/or suggest modifications and new ideas. A total of 113 ballots were completed and 77 (68%) were in favor of *'Walk, Roll & Ride city-wide'* and 36 (32%) were in favor of *'Stroll & Roll Vaughan'*. Those who indicated that they were in favour of *'Walk, Roll & Ride city-wide'* noted it is easy to read, and more inclusive of every family. However, some suggested it could be improved with a picture or Vaughan logo. Those who indicated that they are in favour of *'Stroll & Roll Vaughan'* noted it is catchy, short and simple. However, some noted suggestions for improvement indicated that it is too focused on wheels, sounds weird and is harder to read. Full details of feedback received is provided in **Appendix C**.

A few participants provided specific suggestions and/or modifications to each proposed branding identity. Some of these examples include the need for icon/picture-based imagery to incorporate more universal understanding and others suggested a blend of both options such as 'Stroll, Roll, and Ride'.

The feedback received during the Pedestrian and Bicycle Master Plan update should be used to develop a identity for active transportation in the City which can be linked to an education and awareness campaign.

4. “Who does What” – Summary of Feedback

As part of the activities conducted during the Bicycle Friendly Communities Workshop and the Community-based World Café, more than 70 community members, Municipal staff and City councilors helped identify opportunities for developing new programs, projects and partnerships to foster a stronger culture of cycling in Vaughan. This was further supported through Phase 3 engagement efforts that asked residents to identify priorities and associated implementation partners.

Although the range of potential elements included the five Es of the Bicycle-Friendly Communities (BFC) Program, this report only presents the essential programmatic elements related to Education, Encouragement and Enforcement.

4.1. Education:

Education related activities are directed to three types of targets:

- **Pedestrians:** Educating users on trail etiquette and shared space through demonstration.
- **Cyclists:** 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; and
- **Drivers:** Educating car and truck drivers about how to share the road safely with pedestrians and cyclists,

For all three user groups, education activities should demonstrate respect and care for all road users.

4.2. Encouragement

Many of the actions identified by the stakeholder’s group will rely on communication, partnerships and the sharing of resources across community members, organizations and municipal departments in Vaughan. For this reason, it was suggested that the City consider forming a Stakeholder Working Group (SWG) to coordinate the various programs and projects identified categorized as follow:

- **Shifting Up** are programs that already have a foundation in Vaughan 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 Vaughan in the long run.

4.3. Enforcement

Enforcement related activities were identified as those ensuring all users share the street safely through equitable laws and activities that hold users accountable for their behavior and actions.

Table 1 summarizes the identified education, encouragement and enforcement related activities and identifies the potential groups involved in each activity. Full description of the identified activities is provided in **Appendix D**. The 5-year action plan will identify priorities for the short,

medium and long terms based on available resources including stakeholder and resident involvement.

Table 1 Education, Encouragement and Enforcement Potential Activities

Potential Activities	Groups
Establish a cycling and pedestrian education subcommittee as part of the SWG to help coordinate the development and delivery of educational campaigns throughout the City.	School Boards, Municipal Staff, York Region Staff, Public Health, YRPS, YMCA, Parents
Identify education programs/ campaigns that could be replicated or modified for use in Vaughan to help engender a spirit of cooperation among all road users on the roads in Vaughan.	SWG
Utilize existing community assets to deliver cycling and pedestrian education to youth, seniors and New Canadians	SWG YMCA, Stakeholder agencies like Seniors' Centres and Newcomers' Groups. Parks and Recreation Staff
Create and distribute cycling maps highlighting low-stress routes, including the time it takes to travel from one popular destination to another within Vaughan	SWG Parks Staff Engineering Staff Communications Staff
Partner with York Region to launch a Vaughan Bike Ambassadors Program	SWG, York Region Staff Community Members
Bring cycling safety education to where community members already are by creating a mobile cycling education and repair booth	SWG
Develop a City-wide In School Cycling and Pedestrian Education Plan through the SWG	SWG Education Subcommittee

Potential Activities	Groups
	and Local Schools
Work to organize new programs to help to get students to school actively and safely, including bike trains and walking school buses.	SWG, School Representatives Parents
Ensure that there is funding available to train cycling a pool of cycling instructors to be able to deliver cycling education in Vaughan	SWG, Community Members, Share the Road
Work with schools to deliver School Travel Planning programs and Active and Safe Routes to School programming to all schools.	SWG School representatives Municipal Staff Public Health
Ensure that the dedicated portal for cycling on the City of Vaughan's website is relevant and always up to date	SWG Communications Staff
Create educational resources to distribute to parents in Vaughan about sharing the road with cyclists and encouraging their kids to get to school actively	SWG School boards Public Health
Establish Targeted Cycling and Pedestrian Education Materials	SWG Cycling Instructors
Run "Stay Safe, Stay Back" trucking campaign within Vaughan	Public Health, Peel Regional Staff, City Staff Large Employers
Illustrate challenges and opportunities for improvement by organizing Bike and Walking Tours with City Staff	SWG Planning and Engineering Staff City Councilors

Potential Activities	Groups
Expand your offerings of Bike Valet at a variety of community events in Vaughan, including at Canada’s Wonderland, Canada Day Festivities, Farmers Markets and more.	Parks Staff, Events Staff, SWG
Organize more social rides in Vaughan to give more residents an opportunity to ride and walk as a group. Host Slow Rides with family-friendly destinations to encourage new riders.	SWG and community partners
Create a Vaughan Cycling and Pedestrian Wayfinding Strategy	SWG, York Region Active Transportation Staff
Create a Stakeholder Outreach strategy, including a web-based portal to better connect with key groups who help move cycling forward.	SWG
Expand the number of local businesses participating in the Ontario by Bike Network	SWG, Economic Development, BIAs Chamber of Commerce, Ontario By Bike
Continue to host Bike Month festivities in 2018 and beyond, expanding the number and variety of programs each year.	SWG
Offer Bike Repair workshops at more community events	SWG, Local Bike Shops, Parks and Recreation Staff
Support stakeholders working on cycling by developing a Cycling Education and Innovation Fund to support new programs and projects within the community	SWG, City Council, Grants Committee
Create a series of cycling incentives at various workplaces and shops in the City	SWG, BIAs, Employers and City Staff

Potential Activities	Groups
Launch Walk and Bike to Shop, Walk and Bike to Church / Mosque and other campaigns aimed at normalizing Everyday cycling and walking	SWG Faith leaders BIAs Parks and Recreation staff
Work with Seniors' Groups in the community to offer a series of Seniors Social Rides	SWG Seniors' Centres
Host Open Streets events in Vaughan.	SWG Planning, Parks and Economic Development Staff
Consider launching a bike share system in Vaughan as a way to help residents bridge the first and last mile gap to transit	SWG, Engineering Staff, York Regional Transit, Metrolinx
Work with community groups to establish a Bike Co-Op or Community Bike Hub in Vaughan	SWG Economic Development and Culture Staff
Host a signature cycling event in Vaughan to provide residents with an easy access point to cycling	SWG, Tourism Staff, Parks and Recreation Staff, special Events Staff
Create a Vaughan Cycling App	GPS and Data Staff York Region Staff
Have officers engage in "Positive Ticketing" campaigns.	YRP, Public Health, City Staff
Have officers engage in Safety Blitzes relating to cycling safety changes contained in Bill 31	YRP, SWG

Potential Activities	Groups
Organize a “Ride a Mile in My Shoes” event including plainclothes police officers and cycling advocates	YRP SWG
Undertake and evaluation of the City’s current bylaws that relate to cycling in comparison to best practices in other Ontario communities	Municipal Staff, SWG Members, YRPS
Have officers engage in enforcement of the 1m safe passing law using handlebar mounted radar tools	YRPS SWG
Create a unit of bylaw enforcement officers whose role is to patrol bike lanes in the area and keep them clear of parked vehicles	YRPS and local bylaw enforcement
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	SWG, Engineering and Planning Staff, YRPS
Consider working to offer a ticket diversion program in York Region	YRPS

5. “How is going to be done” Outreach, Education and Awareness Recommendations

A preliminary set of recommendations was derived from the information gathered, experiences shared, and lessons learned administering the public and stakeholder engagement strategy for the study.

These recommendations outline potential actions that the City of Vaughan may support to inform and motivate residents and visitors to participate in active transportation through the following education, encouragement, and enforcement related activities and programs:

5.1. Education

- A more coordinated effort between the various agencies and stakeholders working on active transportation activities 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, and pedestrian safety is made more available to the community.
- Increase training opportunities for new and experienced riders to help encourage safe, legal cycling practices.
- Support the introduction in all schools in Vaughan of Bike Rodeos and other cycling education programs, as well as the development of Active School Travel Plans 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 walking and cycling, as well as a focused campaign discussing the value of active transportation to the community.

5.2. Encouragement

- Development of new programs designed to get residents excited about cycling again and support the creation of a culture of cycling.
- Promote 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 may be provided at popular community events and high-demand locations to ease the burden on parking spaces, and more information about cycling may be available online.
- Community rides, signature walking events and Open Streets events may be considered as regular features in Vaughan, to grow the culture of cycling and walking in the community.

5.3. Enforcement

- York Regional Police (YRP) and local bylaw officers may increase their presence along Vaughan’s trails and roads by bike more often, making cycling a more visible part of the City’s identity.
- Vaughan may consider further engagement with community partners, including the YRP, in educating the public about changes to the Highway Traffic Act related to cycling and pedestrian rules of the road.

Based on the understanding that every potential action is unlikely to succeed without a clearly responsible organization/agency, it was considered that the integration of a Stakeholder Working Group (SWG) as part of the potential actions would be advantageous.

From that perspective it is recommended that the responsibilities of the SWG's members will include the following:

- Endorse the goals, priorities and actions of the Master Plan;
- Promote cycling and pedestrian related activities within their organization;
- Integrate the Master Plan actions into their current strategic plans and programs, whenever possible;
- Provide technical advice and resource support and commitment to manage and deliver those Master Plan action plan activities under their responsibility;
- Attend and participate in regular meetings to inform the members of individual initiative progress, assess the overall progress of the Master Plan, address any service delivery gaps, make program changes as required, resolve issues, and remove any implementation barriers
- Support all cross-emphasis area programs, actions and public communications.
- Facilitate the coordination of events, materials, and/or campaigns to avoid duplication of efforts.

If the integration of the SWG is approved as part of the Pedestrian and Cycling Master Plan, the set of activities presented in **Table 2** are recommended for implementation as part of the short-term scenario.

Table 2 Outreach, Education and Awareness Recommendations

Recommended Activities	Lead
Engage all stakeholders, agencies and organizations identified during the preparation of the Master Plan, discuss the potential roles and responsibilities of the SWG's members and confirm their involvement.	City of Vaughan
Establish the roles and responsibilities of the SWG's members in the form of a Charter or following the Procedure By-Law 7-2011	City of Vaughan
Confirm the education, encouragement, and enforcement related activities and programs that can be promoted by the SWG's members	SWG Chair
Identify the number and type of activities conducted for each organization.	SWG's members

Recommended Activities	Lead
Identify the target of these activities (i.e. high-school students, drivers, recreational cyclists, etc.)	SWG's members
Confirm a set of qualitative and/or quantitative measures of effectiveness that can be used to determine the level of success of each activity and program	SWG's members
Discuss and confirm a potential schedule for the delivery of each type of activity and program	SWG's members
Document the results of each type of activity and program	SWG's members
Facilitate the integration of events, materials, and/or campaigns as part of the 5-year Action Plan	City of Vaughan

In case that the integration of the SWG cannot be considered as feasible during the short-term scenario, it is recommended that upon completion of the final Pedestrian and Bicycle Master Plan Update and endorsement by Council, the following activities could be considered to support the outreach, education and awareness of the Vaughan Pedestrian and Bicycle Master Plan Update.

- Pop-Up Community Conversations.** One of the lessons learned through the engagement process with regards to engagement tactics was that Pop-Up Community Conversations were more valuable than Workshops and World Cafés. While both generated valuable feedback the Pop-Up Community Conversations generated significantly more public feedback with similar level of effort. This style of engagement tactics (i.e. going to where people are in public places) would greatly benefit the outreach, education and awareness plan. Due to the success of the pop-up community conversations, staff should continue to use this as a tactic at major City events to educate and engage community members.
- Signature Launch Events.** This type of event should take place to make the plan publicly known while also informing and motivating residents and visitors to walk, roll and ride across the city. Launch activities could be planned to align with Jane's Walks in May and Bike Month / Parks and Recreation Month in June along with other City of Vaughan key annual events. In addition, the City should celebrate and promote the opening of new pedestrian, cycling facilities and multi-use recreational trails and use this as an opportunity to educate the community on their use.
- Collaborative Activity Planning.** An informal partnership could be designed and promoted in collaboration with stakeholders identified during the preparation of the Master Plan. This aims to empower stakeholders to take ownership in the activities/events, crowdsource innovative and creative ideas and establish members as local champions to encourage participation through their networks.

- **Public Education and Awareness.** The campaign may include the rules of the road and sidewalks as well as safety measures such as bike lights, helmets and 1m Safe Passing law. This campaign can also share information about existing trails/networks and any incentive programs that the City may establish. This can be administered through corporate communication channels. In addition, existing recreational programming related to active transportation should be expanded.
- **Promotion of Active Transportation Activities,** such as guided walking/cycling tours, social/community rides, bike valet, bicycle-powered concerts, bicycle-powered blenders (for smoothies), etc. can be incorporated into already established events to encourage the development of an active transportation culture. Other activities include:
 - Bike, Dine and Dance (slow 10-15 km bike ride, community dinner and a concert in a public park/area)
 - BikeFest (bike decorating contests for kids, giveaways and information sessions, rides, bike rodeos and vendors focused on active transportation)
 - OpenStreets (pedestrianize a public street to host a signature walking, rolling and riding festival)
 - Discovery Activities and Contests such as a treasure hunt or passport stamp activity could encourage residents and visitors to engage with new and existing networks at their leisure.
 - Mobile Apps such as Carrot Rewards could promote active transportation, specifically walking, in Vaughan. Increasingly, digital engagement is used to reach diverse groups and mobile apps are a great opportunity to establish and maintain connections with users.

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