



Submission: Part 2

Transportation Master Plan Study

November, 2010



www.sustainablecobourg.ca

Advocating for sustainable living within our environmental means.

EXECUTIVE SUMMARY

This paper is the second submission to Cobourg's Transportation Master Plan Study by Sustainable Cobourg's Bicycle Action Committee (see <http://sustainablecobourg.ca/the-committees-of-sustainable-cobourg/>). The first submission, entitled *Interim Submission, Transportation Master Plan Study*, October 15, 2010, Sustainable Cobourg, can be found at <http://sustainablecobourg.ca/initiatives/>. The first submission offered a **Case for Action** to transform Cobourg's transportation system to support walking, cycling, public transit, and car sharing. The first submission also addressed the need in Cobourg for additional Share-the-Road signage on secondary roads, redesigning Division St., William St., and Elgin St. based on "Road Diet" design, adding additional bike lanes on various primary roads, conducting a study to determine the bicycle parking needs in Cobourg, and addressing a number of cycling "hot spots".



This second submission proposes a vision statement and goals for cycling to be included in Cobourg's Transportation Master Plan. It identifies the need for land use and transportation planning which support walking and cycling to create an "active transportation" system. It also addresses the need to create a bike-to-school program, to integrate Cobourg's cycling policies with Northumberland County's emerging Cycling Master Plan, to initiate cycling education and promotion, to collect and analyze cycling data and research, and to market Cobourg as a cycling tourist destination.

A list of all the recommendations contained in both submissions are included in **Appendix D**.

Introduction

This is the second submission by Sustainable Cobourg's Bicycle Action Committee (BAC) (www.sustainablecobourg.ca) to the Town of Cobourg to provide our input to the Cobourg **Transportation Master Plan Study**.¹

Cobourg Transportation Master Plan Study

The Cobourg Transportation Master Plan (CTMP) Study has the following purpose:

Provide an updated and expanded comprehensive Transportation Master Plan that will guide the development of Cobourg's transportation network for the next 20 years, while addressing existing issues and concerns of Cobourg residents.

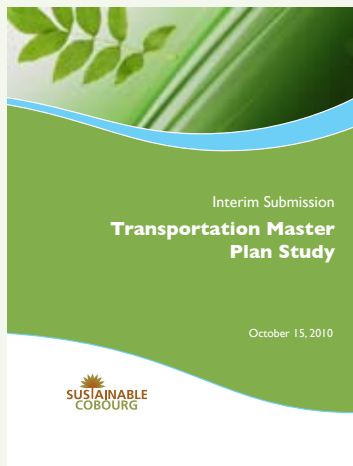
Focus on accommodating and encouraging more sustainable modes of transportation such as transit, cycling and walking while also considering the needs of vehicular traffic.

The CTMP Study has the following timeframe:

- *October, 2010: Identify Future Transportation Needs; Identify Alternative Solutions*
- *October/November, 2010: Evaluate Alternative Transportation Strategies*
- *November, 2010: Recommend Transportation Strategy*
- *December, 2010: Presentation to Cobourg Council*

¹ For more information on the Cobourg Transportation Master Plan see <http://www.cobourg.ca/cobourg-transportation-master-plan.html>

Contents of Sustainable Cobourg's Submissions to the CTMP Study



The first submission can be found at <http://sustainablecobourg.ca/initiatives/>.

First Submission

The first submission was submitted previously and entitled *Interim Submission, Transportation Master Plan Study, October 15, 2010, Sustainable Cobourg*. The first submission provided our **Case For Action** as well as specific recommendations for the:

- Installation of Share-the-Road Signage
- Conversion of arterial roads using "Road Diet" design
- Adding Bike Lanes
- Addressing "Hot Spots"
- Conducting a study for additional Bicycle Parking

Second Submission

- Vision statement and goals
- Land use intensification and transportation planning
- Bike-to-school program
- Integration with County Cycling Master Plan
- Cycling education
- Cycling promotion
- Data and research
- Marketing Cobourg as a cycling tourist destination

A list of all recommendations contained in both submissions are included in **Appendix D**.

Proposed vision statement and goals	6
Land use intensification and transportation planning	8
Bike-to-school program	14
Integration with County Cycling Master Plan	15
Cycling education	16
Cycling promotion	17
Data and research	24
Marketing Cobourg as a cycling tourist destination	25
Appendix A: Why Biking to Work is Good for Employers	27
Appendix B: Cycling to Work: Cobourg 2006 Statistics	30
Appendix C: Transportation Tomorrow Survey	31
Appendix D: List of Recommendations from First and Second Submissions	32
Appendix E: Bicycle Action Committee Transportation Master Plan Study Group	42



PROPOSED VISION STATEMENT AND GOALS²

Sustainable Cobourg believes that the transportation system in Cobourg needs to be transformed over the next 20 years, from a system which primarily supports and promotes the use of the private automobile to one which primarily supports and promotes walking, cycling, public transit, and car sharing. Sustainable Cobourg believes this shift is necessary to address the challenges of climate change, health care spending, declining fossil fuel supplies, sustainable land use planning, and the protection of remaining farmland and natural areas (see the “Case for Action” section in the first submission)

Sustainable Cobourg believes that a new transportation vision should be expressed in the Transportation Master Plan. As part of this new vision statement, we propose the following Cycling Vision Statement and Goals:

RECOMMENDATION: Cycling Vision Statement and Goals

That Cobourg’s Transportation Master Plan include as part of its vision statement the following:

A. Cycling Vision Statement

Make bicycling an integral part of daily life in Cobourg, thereby making Cobourg a model for health promotion, environmental sustainability, and quality of life.

B. Goals

- **Cobourg will ensure a safe and well planned bicycle friendly transportation network that allows connections to all destinations. The network will include bikeways, off-street paths, on-street marked lanes and low volume/low speed local roads, adequate bike parking, and adequate links to public transit. The network will be accessible to riders of all ages, backgrounds, and abilities.**
- **Cobourg will promote a bicycling culture that supports experienced riders and brings new riders safely and comfortably into cycling.**

- **Cobourg educational institutions, businesses, health care providers, and government will actively support bicycling as a transportation choice.**
- **Cobourg will build social capital by encouraging bicycling as a social norm for all of Cobourg's diverse population.**
- **Cobourg will facilitate mutual respect among drivers, bicyclists, and pedestrians by promoting knowledge, acceptance, and consistent enforcement of traffic laws.**
- **Cobourg will collaborate with surrounding municipalities and Northumberland County to develop complementary bicycle transportation plans and a seamless bicycle network in the Cobourg area.**
- **Cobourg will take advantage of the unique resources in our area (educational institutions, bicycle industry, other businesses, and non-profit organizations) to engage in partnerships to develop innovative bicycle facilities, educational programs, outreach efforts, and funding mechanisms.**
- **Cobourg's bicycle plans will be incorporated into other Town plans (such as transportation plans, land use plans, neighbourhood plans, Official Plan, Zoning By-laws, etc.) to promote bicycle use as part of a multimodal, environmentally-friendly urban transportation network designed to benefit all citizens of the Cobourg area (including persons unable to walk or ride, and in cases when bicycling is not feasible).**
- **Cobourg will create an on-going mechanism for cooperation and cross fertilization on bicycling issues across Cobourg department disciplines including Traffic Engineering, Engineering, Public Works, Police, Parks, and Planning.**
- **Cobourg will increase its bicycle mode share to 20% by 2022 (the percent of the traveling public that uses a bicycle for transportation).**

² The Vision Statement and Goals listed have been adapted from *Making Madison the Best Place in the Country to Bicycle*. See <http://www.cityofmadison.com/trafficEngineering/documents/PlatinumAdopted040808sm.pdf>



LAND USE INTENSIFICATION AND TRANSPORTATION PLANNING

Cobourg's revised Official Plan³ includes the following Vision Statement:

Cobourg is a regional centre for northumberland county and its position as a strong, liveable and healthy community providing a full range of opportunities to live, work, play and shop within the town will be reinforced through:

- i. the enhancement and preservation of its historical, natural and rural heritage, including a linked greenlands system, and its vibrant and active downtown heart, waterfront and main streets;*
- ii. an emphasis on sustainable, accessible and compact development, particularly transit supportive, mixed use built form along its main streets, which will enable Cobourg to enhance its function as a vibrant, environmentally aware urban centre;*
- iii. new residential development which will primarily occur through a mix of intensification and greenfield development with a variety of housing types and densities. Any intensification will be designed in keeping with existing stable residential neighbourhoods where it is located within or adjacent to such areas;*
- iv. a mix of employment uses, including innovative employment opportunities, which will promote Cobourg's role as a major employment centre in Northumberland County; and,*
- v. a transportation system which will support multiple modes of travel including transit, cycling and pedestrian movement, as well as goods movement.*

(Section 2.2)

The Official Plan also contains the following requirements for a Transportation Plan:

The purpose of the Transportation Plan on Schedule "E", and the policies of this Section, are to allow for the development of a transportation network which provides for the safe, economic and efficient movement of people and goods, while:

- i. offering a balance of transportation choices that reduces reliance on a single mode and promotes transit, cycling and walking and other active transportation modes;*

³ Cobourg's Official Plan was revised in May, 2010 but has yet to receive approval from the Province's Ministry of Municipal Affairs and Housing.

- ii. recognizing the necessity for the creation of streetscapes which are attractive and comfortable for pedestrian as well as vehicular movement; and,
- iii. recognizing the importance of integrating transportation system planning and investment with land use planning, particularly the relationship of the land use pattern, density and mix of uses to the ability to minimize the length of vehicle trips and support public transit and active transportation modes.

To implement these directions the Town shall review and update its Transportation Master Plan with a focus on transit; pedestrian, bicycle and other active transportation modes; goods movement and improving connections to regional and inter-regional bus and rail services.”

Section 6.1

The revised Official Plan also contains the following:

Priority will be placed on ensuring that, in addition to vehicular movement and parking, the road system is designed to promote transit, cycling, walking and other active transportation modes, recognizing that Highway 401 is not designed for active transportation modes. The comfort and safety of transit users, pedestrians, cyclists and other active transportation mode users shall be an important consideration in streetscape design. In addition, priority will be given to transit and goods movement over other vehicular traffic.


Section 6.2.2.1

The Town, as set out in Section 6.1, shall promote transit, cycling and walking and other active transportation modes with the objective of establishing a transportation system throughout the community, that will allow residents to safely, conveniently and easily travel from anywhere to anywhere in Cobourg using active transportation modes.

Section 6.4.1

Both in existing and future development, the transportation system shall be designed to provide for active transportation modes including the supportive infrastructure required for safe, convenient cycling and walking. In considering the design of active transportation modes, the Town shall take into consideration the following:

- a. providing for bicycle lanes in the construction and reconstruction of streets and bridges;
- b. encouraging and supporting measures which will provide for barrier-free design for cycling, pedestrian and disability facilities;

- 
- c. ensuring that lands for bicycle/pedestrian paths are included where required in the land requirements for roads;
 - d. ensuring that the rights and privacy of adjacent property owners are factored into the design process for pedestrian and cycling routes;
 - e. ensuring that all pedestrian and cycling routes are designed to be safe;
 - f. ensuring the provision of appropriate signage related to active transportation modes including signage for significant cycling routes on secondary streets;
 - g. ensuring the installation of bicycle posts at major nodes including commercial, recreational and employment areas; and,
 - h. incorporating other supportive infrastructure as required such as bicycle racks on buses.

Section 6.4

Cobourg's new **Urban and Landscape Design Guidelines** contain the following:

3.4 STREETS AND STREETSCAPES

The street network in the Town of Cobourg is comprised of Arterial Roads, Collector Roads and Local Roads as well as lanes. While these streets serve an important functional role in the movement of goods through the Town of Cobourg, it is important to ensure they evolve to support active transportation, including pedestrians, cyclists and transit users.

3.4.1.1 Arterial Roads

Arterial Roads are high capacity transportation roads that serve as major gateways into the Town of Cobourg. Examples include Elgin Street, King Street, Ontario Street, Burnham Street and Division Street. While these streets serve an important transportation role in the community, as the Town evolves, Arterial Roads should transition to a more urban character and include a high level of design in the pedestrian realm. This includes buildings with densities supportive of transit and alternative modes of transportation (such as cycling), and the provision of well landscaped, pedestrian oriented boulevards.

3.4.1.3 Local Roads

Examples of Local Roads within the Town of Cobourg include George Street and James Street. Similar to the earliest areas of the Town where the local road pattern is compact and well-connected, new local streets should promote a similar pattern for efficient walking, cycling and transit access. More recently, existing local street patterns, for example north of the railway, are wider, less continuous and result in residential enclaves

of looped roads and cul-de-sacs and are therefore less conducive to well connected neighbourhoods.

3.4.2 Pedestrian and Bicycle Circulation

Encouraging alternative modes of transportation throughout the Town of Cobourg will promote healthy lifestyles and support a variety of land uses. Good circulation supports mixed land use and a concentrated population, reducing auto dependency and supporting local goods and businesses.

3.4.3 Mixed Use/Commercial Street Furniture

Street furniture, including benches, bicycle racks, waste receptacles, light poles and bollards should have a consistent style to promote a pedestrian orientation on mixed use/commercial streets. Village Squares, Local Parks and other outdoor public spaces should also be considered as locations for these elements. A unified palette of street furniture helps distinguish key public and Mixed Use/Corridor Areas and reinforces the significance of the heritage downtown and waterfront in the Town of Cobourg.

3.5.2 Bicycle, Scooter and Stroller Parking

The accommodation of convenient parking for bicycles, scooters, and strollers, is essential to sustainable and healthy transportation options. Bike racks should be placed in highly active pedestrian areas throughout the Town. The placement of racks within the pedestrian realm should not impede pedestrian movement.

Design Guidelines:

- a. Bicycle, scooter and stroller parking should be installed at regular intervals throughout the Mixed Use/Corridor, Commercial and Employment Areas, and on all buses, to promote active transportation.*
- b. Post-and-ring style bicycle racks, constructed of aluminium or galvanized steel, are preferred as larger units can impede pedestrian movement and snow clearing.*
- c. The number and configuration of parking facilities should be evaluated on a case-by-case basis.*
- d. Short-term or visitor parking facilities should be sheltered and located near building entrances and pedestrian walkways.*
- e. Storage facilities should be provided at all public parks and open spaces, and at all major transit interchanges (i.e. downtown bus depot, intercity bus depot, train station) to encourage alternative modes of transport.*



4.3.3 Bicycle, Scooter and Stroller Parking

To encourage active and alternative modes of transportation, convenient bicycle and scooter parking and/or storage opportunities should be provided in the private realm.

Design Guidelines:

- a. Storage facilities should be required, either adjacent to building entrances or as an integrated building enclosure, and should be weather protected.
- b. Bicycle and scooter parking should be provided in employment areas to encourage alternative mode of transport, particularly for employees.
- c. In addition to energy efficient vehicle parking, and reserved spaces for car-sharing services, preferential bicycle parking should be provided.
- d. Areas to secure and store bicycles should have high visibility for users and should utilize clear, directional signage when necessary.
- e. Bicycle racks and lockers are strongly encouraged in structure parking facilities, especially for large office developments.
- f. For long term bicycle parking provided as part of a high-density residential development, the parking spaces must be accessible, secure and weather protected.

As can be seen from the statements above, Cobourg's revised **Official Plan** and **Urban and Landscape Design Guidelines** include a transportation strategy for shifting the movement of people from automobile use to public transit, bicycling, and walking.

Elements of this strategy should include share-the-road signage, a network of bike lanes, adding sidewalks throughout the town, making arterial roads more bicycle and pedestrian friendly, and re-designing existing neighbourhoods to significantly improve pedestrian access and provide additional walking routes. Existing and new neighbourhoods should reduce trip length for regular activities. This strategy includes the urbanization of arterial roads to create pedestrian and cycling friendly streetscapes, as contemplated by Provincial policy in Places to Grow.

The revised Cobourg Official Plan supports the concept of “active communities”. The Haliburton, Kawartha, Pine Ridge District Health Unit has been actively supporting this idea of promoting health through designing for active transportation (see <http://www.hkpr.on.ca/healthy-lifestyles-master.asp?id=2702>). One of the excellent presentations on this web site is by Cobourg planner Rob Franklin.

Attention should also be given in land use and transportation planning to making transit and cycling connections with other nearby municipalities, e.g. Port Hope, Grafton, Colborne, Brighton, Warkworth, Campbellford, and Trenton.

RECOMMENDATION: Transportation and Land Use Planning

That Cobourg create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors.

This land use planning design supports Cobourg Official Plan’s objectives, policies and recommendations to create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts, and corridors that permit convenient, energy-efficient travel between homes, businesses, open spaces, schools, and other civic uses.

This arrangement of land uses and activities within the community, and the walking, cycling, and transit connections provided between these uses and activities, are essential elements in creating a pedestrian and bicycle-friendly town.

Attention should also be given in land use and transportation planning to making transit and cycling connections with other nearby municipalities, e.g. Port Hope, Grafton, Colborne, Brighton, Warkworth, Campbellford, and Trenton.



BIKE-TO-SCHOOL PROGRAM

Thousands of students attend Cobourg's elementary, senior and secondary schools, located in every neighbourhood in the Town. Thousands of short distance automobile trips to schools create traffic safety and congestion problems because many parents drive students to school.

In the last several decades, more sedentary lifestyles have resulted in an increase in the proportion of overweight children. Short-distance automobile trips to schools are ideal candidates to switch to cycling trips. School boards and the Town of Cobourg have done little to encourage cycling as one of the ways to solve the problems that short-distance automobile trips to schools create.

A recent survey (2000) by Greenest City, a non-profit environmental group, reveals that in Toronto, less than one percent of Toronto school children cycle to school. The same study, however, showed that there is a demand among these children to cycle, and 90 percent own a bicycle. Two main barriers discouraging these potential cyclists are concerns about traffic safety and bike theft. Some schools discourage cycling to school because there are no safe bicycle lanes or they do not have secure bike parking and are concerned about related liabilities.

School principals, teachers, and parent council groups should be approached to promote the benefits of walking and cycling as well as encourage parents and children to walk and cycle together in a safe environment. Consultation with traffic engineers, police, and local Councillors should assess safety issues at the school and implement the necessary infrastructure changes.⁴

RECOMMENDATION: Bike-to-School Program

That the Town work with school boards, teachers, parents, and other agencies to develop a bike-to-school program which will identify safe cycling routes to schools, provide secure bicycle parking, provide CAN -BIKE training, and create cycling incentive and promotional programs for students and their parents.

⁴ For a short video describing the progress being made in New York City to promote biking to school see <http://www.streetfilms.org/brooklyns-first-bike-to-school-day-celebration/#more-36931>



INTEGRATION WITH COUNTY CYCLING MASTER PLAN

Northumberland County has created a Cycling Advisory Committee which is in the process of developing a Northumberland County Master Cycling Plan. This master plan will include:

Regional and local cycling routes which will serve:

- tourism
- recreation for local residents
- commuters

A staged implementation plan which includes:

- policies
- standards
- local and regional cycling route network
- short and long term capital and operating programs

It is important that Cobourg's cycling planning as contained in its Transportation Master Plan support and be integrated with the Northumberland County Master Cycling Plan.

RECOMMENDATION: Integration with Northumberland Master Cycling Plan

That Cobourg's Transportation Master Plan support and be integrated with the Northumberland County Master Cycling Plan.



Integration



CYCLING EDUCATION

Any transportation strategy to increase the modal share of cycling must include an education component. Cyclists must feel safe when on the road in order to increase the demand for cycling. Education plays a role in building this sense of safety and confidence.

Educational programs provide information and training on road safety skills. When people learn the appropriate cycling skills it greatly enhances their ability to safely use the roads. Cycling education targets all sectors of the population. Adult cycle training has an important role both in encouraging non-cyclists to consider cycling as well as improving road safety skills of those who already cycle.

Well developed cycling courses already exist for cyclists of all ages through the CAN-BIKE Program.

The CAN BIKE Program⁵ offers the following courses:

For kids:

- Kids CAN-BIKE Camp
- Kids CAN-BIKE

For all cyclists and drivers:

- CAN-BIKE Cycling Safety Workshop

For novice cyclists:

- Adult Learn to Ride 1 & 2

For casual/recreational cyclists:

- CAN-BIKE 1
- CAN BIKE Cycling Freedom for Women
- Teen CAN-BIKE

For advanced/commuter cyclists:

- CAN-BIKE Commuter Cycling Skills
- CAN-BIKE 2

RECOMMENDATION: Cycling Education

That the Town support the development and delivery of cycling educational programs which provide information and training on cycling safety skills and bicycle maintenance. These educational programs should target all sectors of the Cobourg population and include the curriculum offered by the CAN-BIKE Program.

⁵ For more information on the CAN Bike Program see <http://www.toronto.ca/cycling/canbike/index.htm> and http://www.canbike.net/cca_pages/index.htm



CYCLING PROMOTION

Cycling for Everyday Transportation

Many cyclists in Cobourg still do not think of cycling as a transportation option. Recreational cycling is popular with residents across all areas of Cobourg while the number of commuter or utilitarian cyclists is much lower. Reasons given for these lower numbers include lack of infrastructure, lack of parking and end of trip facilities, and concerns about safety.

While it is important to promote cycling in general, there is a specific need to encourage more bicycle commuting and cycling for everyday activities. New cycling infrastructure, bike lanes, and bike parking will encourage these practical trips. However, another of the keys to achieving this important objective is promotion, which is really about changing attitudes and behaviour towards cycling.

Events, communications, and programs inspire and motivate existing cyclists, and encourage them to make more bicycle trips, thereby stabilizing the cycling sector. Promotion and marketing are crucial to gaining additional cyclists (i.e. to attract the non-cyclist), encourage the recreational cyclists to commute, and to change attitudes and behaviour towards cycling as everyday personal transportation.

Guiding Principle for Cycling Promotion

The guiding principle for promoting cycling is:

Every bicycle trip improves the quality of life for all residents of Cobourg.

- Every auto trip converted to bicycle contributes to improvement of air quality and a reduction of greenhouse gases;
- Regular physical activity improves health and fitness, and lowers health care costs;
- Fewer motorized trips mean less traffic congestion and stress; and
- Cycling puts people in touch with their neighbourhoods.

Cycling promotion



Objectives for Promotion Strategy

The promotion strategy set out below is designed to meet four objectives:

1. Encourage cycling for everyday transportation;
2. Promote cycling to a wide audience via effective use of media and public outreach;
3. Demonstrate leadership through innovative policies and facilities that encourage Cobourg employees to cycle; and
4. Market Cobourg as a cycling tourist destination.

Each objective and its accompanying recommendations are outlined in greater detail in the following sections.

Promotional Events

To ensure that cycling is recognized as an environmentally sustainable activity, and in an attempt to increase bicycle usage throughout the Town of Cobourg, the Town should support both existing and new events.

Bike-for-the-Planet

Bike-for-the-Planet is a cycling event held every September in the Town of Cobourg. It is typically a 10–13k cycling tour of Cobourg with the intent of demonstrating improvement in cycling infrastructure throughout the town. There are scheduled stopovers along the route where guest speakers address the participants with information about such topics as the health benefits of cycling. The 2010 event attracted 130 cyclists.

Cobourg Bike Week

Cobourg should introduce a Cobourg Bike Week as an annual event in Cobourg. In the City of Toronto, Bike Week is held in late May or early June and culminates with the Heart and Stroke Foundation's Ride for Heart. This event is held on the final Sunday of Bike Week and is a charitable event that attracts over 12,000 cyclists. Local cycling clubs as well as Sustainable Cobourg could be approached to help support, develop, and co-ordinate Bike Week.

Bicycle Events Calendar

The Town should work in co-operation with clubs, organizations, and the media to develop and publicize cycling events over the year. The Town could assist in the promotion of these events, including CAN BIKE classes, by developing a calendar of events for the full year.

RECOMMENDATION Cycling Promotion

That the Town of Cobourg work with local cycling clubs and organizations including Sustainable Cobourg's Bicycle Action Committee to:

- **designate an annual Cobourg Bike Week and ensure that Bike Week events are promoted.**
- **develop a calendar of cycling events and CAN BIKE classes**

Communications and Public Outreach

Effective communication is a very important component of a promotion plan that seeks to educate, inform, and increase cycling awareness. If the Town's goal is to change attitudes, communication must be ongoing and not restricted just to media covering specific cycling-related events.

Communications includes **promotional materials** that are available through a variety of means to the citizens of Cobourg. Some communications initiatives to promote cycling in Cobourg could include:

- An **online presence** through The Town of Cobourg's website: www.cobourg.ca
- A **cycling newsletter** such as Toronto's *Cyclometer*⁶
The goal of this newsletter would be to increase bicycle trips in Cobourg. It would be a forum to educate, inform, and increase awareness on matters concerning cyclists in Cobourg, such as transportation, health, economic issues, and citizen involvement.

⁶ *Cyclometer* is now accessible on- line at: www.city.toronto.on.ca/cycling

- **A Bicycle Route Map**

The Town of Cobourg would produce a bicycle route map that would be distributed free-of-charge through bike stores, bike clubs, community groups, schools, churches, Town Hall, Cobourg library, and community centres.

The bicycle route map is a valuable educational and promotional tool. In addition to being useful for navigating the Town, the maps would also provide an effective means of disseminating cycling-related information focusing on safety, events, cycling organizations, and Town initiatives.

- **Annual Cycling Guide**

Other towns have taken the initiative to promote cycling through mass media such as newspapers. The City of Ottawa, for example, has developed an annual promotional insert in The Ottawa Citizen which is a very effective method of reaching a wide audience to promote cycling events, routes, and safety in Ottawa. The Town should investigate developing its own **Annual Cycling Guide** to cycling services and programs similar to the City of Ottawa guide.

RECOMMENDATION Communications and Public Outreach

That the Town of Cobourg work with cycling groups including Sustainable Cobourg's Bicycle Action Committee to promote cycling facilities, programs, and events through a variety of media, including:

- **the Town's website**
- **a cycling newsletter**
- **an annual Cycling Guide as a newspaper insert;**
- **a Cobourg Bicycle Route Map**

The Town of Cobourg as a Leader

Encouraging the use of bicycles for everyday transportation is an effort that will require more resources and influence than those of the Town alone. Every employer has a role to play in encouraging and supporting cycling among its own work force.

However, the Town of Cobourg as employer can play an important leadership role in encouraging and supporting the Town's other employers to participate in this initiative. To be a credible leader, the Town must do much more than encourage others; it must lead by example. Being a leader means providing high-quality parking, shower and change facilities for bicycle commuters at all work places, and establishing innovative policies for encouraging Town employees to cycle.

The Town should take a number of initiatives to demonstrate leadership, including:

- making CAN-BIKE training courses available to Town staff;
- creating an incentive program for employees who cycle to work;
- developing contests among departments to encourage increased ridership;
- installing bike parking facilities outside of all Town buildings and recreation centres, and indoor parking facilities wherever possible;
- encouraging a bicycle mentoring program (so cyclists can find a colleague with whom they can ride to work);
- installing showers, lockers, and change facilities for employees

RECOMMENDATION: Encouraging and Supporting Cycling by Town Employees

That the Town take a leadership role in encouraging and supporting cycling as an everyday form of transportation for Town staff, including:

- **making CAN-BIKE training courses available to Town staff;**
- **creating an incentive program for Town employees who cycle to work;**
- **developing contests among Town departments to encourage increased ridership;**
- **installing bike parking facilities outside of all Town buildings and recreation centres;**
- **encouraging a bicycle mentoring program among Town employees;**
- **installing showers, lockers, and change facilities for Town employees**



Encouraging other Employers to Promote Bicycle Commuting

Having established leading facilities and policies, the Town should document and promote these to other employers. Promotional materials explaining the benefits of encouraging bicycle commuting, accompanied by incentive programs and friendly competition, will significantly increase bicycle commuting across the Town. (See Appendix A for a sample cycling brochure for employers)

Some of the **benefits to employers** when employees cycle to work include:

Increased Productivity and Punctuality

- Bicyclists and walkers arrive at work more invigorated than those who commute by automobile.

Decreased Absenteeism & Turnover

- Physical activity is one of the few factors that have a statistically significant effect on absenteeism.
- Physically fit employees are absent an average of two fewer days per year.

Be Viewed as a Community Leader & Attract Great Talent

- Employers on the cutting edge of attracting excellent employees appreciate their employees' personal needs and wellness (including fitness). Such employers are perceived as environmentally aware and are more likely to attract talent than those who are not.

Corporate Sustainability

- Commuting to work by bike can be a component of a business sustainability program. Cycling as alternative transportation helps the environment by keeping CO₂ out of the air and requires far less materials, energy and waste in their production than even the 'greenest' car.

Bicycle-Friendly Business Award

The Town should recognize and honour leading-edge bicycle promotion by other employers through an annual Bicycle-Friendly Business Award. Businesses can promote cycling in many ways, including:

- Providing bike commuter facilities such as lockers, changing rooms, indoor bike parking or a simple bike rack
- Appointing a Bike Commuting Coordinator to help employees plan routes to work
- Partnering with a local bike shop to offer employee discounts, maintenance clinics, or to showcase new bike models during lunch
- Offering subsidies for bike commuters who don't use car parking spaces
- Promoting cycling by forming a company Bicycle Club or by allowing bike commuters to dress more casually at work.

RECOMMENDATION: Encouraging Employers to Promote Bicycle Commuting

- 1. That the Town encourage employers in Cobourg to promote and support bicycle commuting, including the preparation and distribution of a promotional brochure.**

Steps that employers can take to promote cycling by their employees include:

- **Providing bike commuter facilities such as lockers, changing rooms, indoor bike parking or a simple bike rack**
 - **Appointing a Bike Commuting Coordinator to help employees plan routes to work**
 - **Partnering with a local bike shop to offer employee discounts, maintenance clinics, or to showcase new bike models during lunch**
 - **Offering subsidies for bike commuters who don't use car parking spaces**
 - **Promoting cycling by forming a company Bicycle Club or by allowing bike commuters to dress more casually at work.**
 - **Making CAN-BIKE training courses available to employees**
- 2. That the Town establish an annual Bicycle-Friendly Business Award program.**



DATA AND RESEARCH

To do ongoing planning for cycling infrastructure and policies in Cobourg, adequate data and research must be gathered and analyzed regularly. This data and research should include:

1. Statistics Canada data
Statistics Canada collects data on bicycle mode share for trips to work (see Appendix B for 2006 data for Cobourg)
2. Periodic cycling survey
Cobourg should either conduct or participate in a periodic survey of bicycle travel. Appendix C provides an example of a periodic survey conducted by Transportation Tomorrow.
3. Periodic bicycle counts taken on bicycle routes
Cobourg should conduct periodic bicycle counts. These counts are currently taken for motorized vehicular use, but no count is taken for bicycling.
4. Data should be collected which is linked to specific objectives and measures to be taken as part of the Transportation Master Plan. Examples of these objectives could include:
 - Increasing the bicycle mode share for trips to work, school, shopping, and errands
 - Increasing the length of bike lanes, share-the-road signage, and bike parking facilities

RECOMMENDATION: Data Research

That the Town gather and maintain the following data to support the planning of cycling infrastructure and policies:

1. **Statistics Canada data**
2. **Periodic cycling survey**
3. **Periodic bicycle counts taken on bicycle routes**
4. **Cycling data which is linked to specific objectives and measures included in the Transportation Master Plan**



MARKETING COBOURG AS A CYCLING TOURIST DESTINATION

Tourism is the world's largest industry with estimated revenues of US \$3.1 trillion and 130 million employees in 1992. No current statistics indicate how many cyclists visit Cobourg. New surveys, or adding cycling to current statistics collected, could help answer the question of how many cyclists visit this Town.

Developing bicycle tourism can have significant benefits for both the economy and the environment. The concept of sustainable tourism is growing. Sustainable tourism is based on the combination of ecological, economic, ethical, and social equality for local communities.

The environment for bicycle tourism in the Town of Cobourg will improve as the cycling components of the Transportation Master Plan are implemented. People who visit Cobourg for other reasons (conferences, etc.) will be encouraged to cycle if the infrastructure makes it easier for them to do so, as it does in other cities such as Amsterdam and Copenhagen. The Town knows that many cyclists come into Cobourg via the Waterfront Trail, therefore a full cycling network will make the Town more attractive as a cycling destination.





Tourism Events

Events and facilities that encourage cyclists to stay longer will result in increased economic benefits. The economic benefits resulting from bicycle events are well documented. Bicycling is the number-one recreational activity in the United States where people spend \$3.1 billion on cycling every year.

An excellent example of this in Toronto is the *Becel Ride for Heart*, Canada's largest charity cycling event. Now entering its 14th year, the event raises more than \$1 million annually to fund heart disease and stroke research as well as health promotion. In addition to attracting local riders, the Ride for Heart attracts thousands of cyclists from outside of the area, resulting in an average spending of \$237.00 per out-of-town participant.

Promoting bicycle tourism is a long term objective and the Town should work with Northumberland County and tourism organizations to incorporate cycling information in tourism promotion.

RECOMMENDATION: Bicycle Tourism in Cobourg

That the Town work with Northumberland County and tourism organizations to explore opportunities with various community groups, agencies, and governments to promote bicycle tourism in Cobourg.

Why Biking to Work is Good for Business



The benefits of Bicycle Transportation are well-documented for individuals. There is also growing evidence that cycling can benefit businesses too

Increased Productivity and Punctuality

- Bicyclists and walkers will arrive at work more invigorated than those who commute by automobile.
- Cyclists are more likely to arrive at work on time as they are less likely to be held up in automobile traffic.

Decreased Absenteeism & Turnover

- Physical activity is one of the few factors that have a statistically significant effect on absenteeism.
- Physically fit employees are absent an average of two fewer days per year.

Reduced Parking Costs and Increased Accessibility

- Employers typically spend over \$60 per employee per month for a parking spot. By swapping the car for the bicycle, over \$720 per year per employee can be saved as well as freeing up spaces for customers making your business more accessible.

Be Viewed as a Community Leader & Attract Great Talent

- Employers on the cutting edge of attracting excellent employees appreciate their employees' personal needs and wellness (including fitness). Such employers are perceived as environmentally aware and are more likely to attract talent than those who are not.

Corporate Sustainability

Commuting to work by bike can be a component of a business sustainability program. Cycling as alternative transportation helps the environment by keeping CO₂ out of the air and requires far less materials, energy and waste in their production than even the 'greenest' car.

Cycling is a healthy, clean, economical and enjoyable way for your employees to arrive at work alert and ready to perform.

A MonsterCollege™ study states that 80 percent of "young professionals" are interested in a career that makes a positive impact on the environment, and 92 percent prefer to work for a company that is 'green', environmentally friendly, or has some general eco awareness.



Biking to Work is also Good for Health, Environment, & Economy

Cyclists are Healthier

Less than 50% of Canadians get any real exercise, and less than 10% get enough. Bicycling a 10K roundtrip to work every day at a reasonable pace will make a significant contribution toward the recommended amount of exercise required for a long and healthy life. Riding a bike 16K has a health benefit which is about equal to the health deficit caused by smoking a pack of cigarettes.

- Cycling improves cardiovascular fitness.
- Cycling strengthens lower back.
- Exercise keeps minds young. A report from a Longitudinal Study of Aging has shown that exercise helps maintain mental agility.

Cyclists save Money

Riding a bike to work can save a lot of money. How much money varies according to motor vehicle use. The greatest savings occur with those who can avoid purchasing a car. Since the average car costs more than \$6,500 a year to operate (not counting tolls, fees, fines, or indirect costs), not owning a car can add \$500 a month to the bank account.

Cyclists are Kinder to Our Environment

Motor vehicle use degrades the environment in a number of ways, but bicycle use does not. Noise pollution, for instance, is a real problem for those living near highways, but bicycles produce no noise. Congestion creates stress for motor vehicle users, pedestrians, and cyclists, but bicycling does not significantly add to congestion.

Cyclists Can Save Significant Healthcare Dollars

A study published by Queens University in 2001 concluded that the economic burden of physical inactivity in Canada was \$5.3 billion (\$1.6 billion in direct costs and \$3.7 billion in indirect costs) while the cost associated with obesity was \$4.3 billion (\$1.6 billion of direct costs and \$2.7 billion of indirect costs). The total economic costs of physical inactivity and obesity represented 2.6% and 2.2%, respectively, of the total health care costs in Canada.

Biking to work makes a real, environmental difference

Passenger vehicles are responsible for roughly 12% of Canada's total GHG emissions. Cycling can play an important role in improving air quality.

If one out of 10 commuters switched to walking or biking, we'd save 757 million litres of gasoline per year.

Every transit commuter who bike rides to the station saves an average of 567.8 litres of gas per year.

Every car commuter who switches to biking and transit can save 1,514 litres of gasoline per year.

A short, 7K round trip by bicycle keeps about 15 pounds of pollutants out of the air we breathe.



How Can Employers Support Cycling to Work?

Tips to Encourage Bike Commuting

- Provide bike commuter facilities such as lockers, changing rooms, indoor bike parking or a simple bike rack
- Consider installing showers or arrange for shower use at a local health club
- Appoint a Bike Commuting Coordinator to help employees plan routes to work using low-traffic but direct roads
- Partner with a local bike shop to offer employee discounts, maintenance clinics, or to showcase new bike models during lunch
- Offer subsidies for bike commuters who don't use car parking spaces
- Promote cycling by forming a company Bicycle Club or by allowing bike commuters to dress more casually at work.

1. Appoint a Bicycle Coordinator

Someone who currently bikes to work is the logical person to head a bicycle commuter program. The most important attributes are enthusiasm and an interest in cycling.

2. Get Cyclists Onboard

Invite cyclists to develop their wish list for their employer. This might include showers, lockers and secured bike storage.

3. Organize a Bike-to-Work Month

- Select a Bike-to-Work Month Coordinator
- Issue bike-to-work daily and weekly challenges to neighboring employers or among company departments.
- Offer incentives



Go Green Together

Go Green Together is a non-profit corporation in the public interest with a mission to deliver energy, water and resource efficiency to households, businesses and institutions in Northumberland County to reduce greenhouse gases.

Sustainable Cobourg

Sustainable Cobourg was formed in 2008. It is a citizens group of advocacy committees, each representing a sustainability concern. The Bicycle Action Committee seeks to promote a cycling culture within Cobourg, and promote cycling as a sustainable form of transportation.

www.gogreentogether.ca

Cycling to Work: Cobourg 2006 Statistics

From: Statistics Canada, Mode of Transportation (9), Employment Income Groups (14), Age Groups (9) and Sex (3) for Employed Labour Force 15 Years and Over Having a Usual Place of Work, for Canada, Provinces, Territories, Census Divisions and Census Subdivisions of Work, 2006 Census - 20% Sample Data

Employment income groups (14)	Total - Mode of transportation	Car, truck, van, as driver	Car, truck, van, as passenger	Public transit	Walked	Bicycle	Motor-cycle	Taxicab	Other method
Total - Employment income groups [1]	10240	8235	960	75	795	140	0	20	25
Without employment income	375	240	70	10	50	0	0	0	0
With employment income [2]	9865	7990	890	65	750	135	10	20	20
Less than \$10,000 [3]	2040	1150	530	0	260	0	0	0	0
\$10,000 to \$19,999	1480	1140	130	0	160	0	0	0	0
\$20,000 to \$29,999	1540	1345	85	0	110	0	0	0	0
\$30,000 to \$39,999	1280	1120	50	0	95	0	0	0	0
\$40,000 to \$49,999	1195	1050	60	0	65	0	0	0	0
\$50,000 to \$59,999	720	675	15	0	25	0	0	0	0
\$60,000 to \$79,999	1035	985	10	0	15	0	0	0	0
\$80,000 and over	570	525	10	0	15	0	0	0	0
Median employment income \$ [4]	29050	33219	6885	0	16285	0	0	0	0
Average employment income \$ [5]	35986	39460	15062	0	21904	0	0	0	0
Standard error of average employment income \$ [6]	814	819	1296	0	1654	0	0	0	0

Source: Statistics Canada - 2006 Census. Catalogue Number 97-561-XCB2006015.

Transportation Tomorrow Survey

(from <http://www.jpint.utoronto.ca/ttshome/questions.html>)

Survey Questions⁷

A. About your household

- Type of building (house or apartment)
- Number of people
- Number of vehicles available for personal use

B. About each person

- Their age
- Do they have a driver's licence?
- Where do they work or go to school (street address)

C. About each trip made by each person the previous day


- From where, to where (street address preferred or otherwise building name)
- Reason for making the trip (e.g. shopping)
- Start time of the trip
- Type of transportation (bus, car, bicycle, etc.)

Trip data is collected for persons 11 years of age or older. A trip is a one-way journey from one location to another by any form of motorized transportation or bicycle

⁷ For information on design and conduct of this survey see <http://www.dmg.utoronto.ca/pdf/tts/2006/conduct2006.pdf>

List of Recommendations from First and Second Submissions

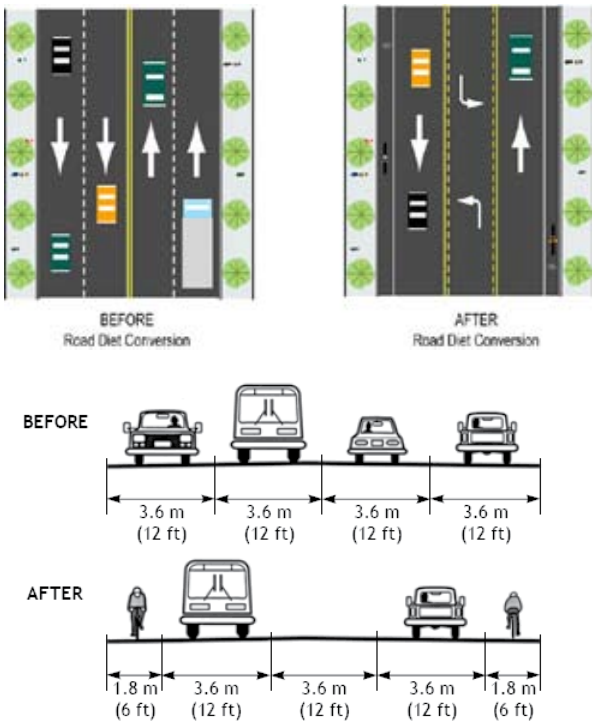
RECOMMENDATION: That the Town of Cobourg implement the following projects to improve the safety and enjoyment of cyclists in Cobourg:

Project	Description	Proposed Schedule
Share-the-Road Signage	 <p>Share-the-Road signage placed at regular intervals along secondary roads where there are no bicycle lanes but where the road is used as a significant cycling route.</p>	
Burnham St.	Install signage on Burnham St. , from King St. West to cul-de-sac adjacent to William St.	fiscal year 2011-12
Westwood Drive	Install signage on Westwood Dr. from Burnham St. to Carlisle St.	fiscal year 2011-12
Carlisle St.	Install signage on Carlisle St. from Rogers Rd. to Burnham St.	fiscal year 2011-12
Chipping Park Blvd.	Install signage on Chipping Park Blvd. from Elgin St. to Sutherland Cr.	fiscal year 2011-12
Sutherland Cr.	Install signage on Sutherland Cr. from Chipping Park Blvd. to Ontario St.	fiscal year 2011-12
Huycke St.	Install signage on Huycke St. from Chipping Park Blvd. to Ontario St.	fiscal year 2011-12
University Ave.	Install signage on University Ave. from D'arcy St. to Cottesmore Ave.	fiscal year 2011-12
Cottesmore Ave.	Install signage on Cottesmore Ave. from University Ave. to King St. East.	fiscal year 2011-12
Ewart St./ Second St.	Install signage on Ewart St./Second St. from D'arcy St. to Division St.	fiscal year 2011-12
Burwash St./ Boulton St.	Install signage on Burwash St./Boulton St. from Westwood Dr. to William St.	fiscal year 2011-12
Spring St./ Hibernia St.	Install signage on Spring St./Hibernia St. from University Ave. to Third St.	fiscal year 2011-12
George St.	Install signage on George St. from King St. West to VIA Train Station	fiscal year 2011-12
Margaret St.	Install signage on Margaret St. from University Ave. to King St. West	fiscal year 2011-12

Project	Description	Proposed Schedule
Ontario St.	Install signage on Ontario St. from King St. West to Boardwalk on lakefront	fiscal year 2011-12
White St./Riddell Ave./Rayner Rd.	Install signage on White St./Riddell Ave./Rayner Rd. from Burnham St. and back again to Burnham St.	fiscal year 2011-12
King St.	Install signage on King St. from Spring St./Hibernia St. to Church St.	fiscal year 2011-12
D'arcy St.	Install signage on D'arcy St. from King St. West to Waterfront Trail	fiscal year 2011-12
Waterfront Trail	Install signage on entire length of Waterfront Trail	fiscal year 2011-12
Division St.	Install signage on Division St. from King St. to Waterfront Trail	fiscal year 2011-12
Albert St.	Install signage on Albert St. from Ontario St. to Division St.	fiscal year 2011-12
Lakeshore Dr.	Install signage on Lakeshore Dr. from D'arcy St. to Coverdale Ave..	fiscal year 2011-12
Coverdale Ave.	Install signage on Coverdale Ave. from Lakeshore Dr. to King St. East	fiscal year 2011-12





Project	Description	Proposed Schedule
<p>“Road Diet” Re-Design of Arterial Roads</p>	<p>Conversion of 4-lane Arterial Roads to 2-lanes with a centre turning lane and bike lanes in both directions.¹</p>  <p>The diagrams illustrate the 'Road Diet' conversion. The top part shows a plan view of the road layout, with 'BEFORE' showing four travel lanes and 'AFTER' showing two travel lanes, a center turning lane, and bike lanes on both sides. The bottom part shows a cross-section of the road with lane widths: 3.6 m (12 ft) for travel lanes and 1.8 m (6 ft) for bike lanes.</p>	
<p>William St.</p>	<p>Convert William St. from the 401 to King St. West.</p>	<p>fiscal year 2013-14</p>
<p>Division St.</p>	<p>Convert Division St. from the 401 to Munroe St.</p>	<p>fiscal year 2014-16</p>
<p>Elgin St.</p>	<p>Convert Elgin St. from Rogers Rd. to Brook Rd. North</p>	<p>fiscal year 2016-18</p>


¹ For more information on “Road Diet” design see <http://www.walkable.org/assets/downloads/roaddiets.pdf>

Project	Description	Proposed Schedule
<p>Additional Bike Lanes</p>	<p>Paint or reconstruct roads to include bike lanes based on recommended design.²</p> <p>(1) ON-STREET PARKING</p> <p>(2) PARKING PERMITTED WITHOUT PARKING STRIPE OR STALL</p> <p>(3) PARKING PROHIBITED</p> <p>(4) TYPICAL ROADWAY IN OUTLYING AREAS PARKING PROTECTED</p>	
<p>Densmore Rd./ Danforth Rd.</p>	<p>Densmore Rd./Danforth Rd. from Division St. to Nagel Rd.</p>	<p>fiscal year 2013-14</p>
<p>Birchwood Trail</p>	<p>Birchwood Trail from Densmore Rd. to Elgin St.</p>	<p>fiscal year 2011-12</p>
<p>University Ave.</p>	<p>University Ave. from Margaret St. to D'arcy St.</p>	<p>fiscal year 2013-14</p>
<p>Kerr St.</p>	<p>Kerr St. in its entirety.</p>	<p>Ongoing</p>
<p>D'arcy St.</p>	<p>D'arcy St. from Lakeshore Dr. to Elgin St.</p>	<p>fiscal year 2011-12</p>

² See http://www.sccrtc.org/bikes/AASHTO_1999_BikeBook.pdf for an example of a design guide for cycling road design.

Project	Description	Proposed Schedule
Brook St. Rd. North	Brook St. Rd. North from King St. East to Elgin St.	fiscal year 2015-16
Ontario St.	Ontario St. from VIA rail tracks to University Ave.	Fiscal Year 2011-12
Drive to VIA Train Station	Drive to VIA Train Station from Division St. to station parking lot.	As part of reconstruction of station
Division St.	Division St. from Munroe St. to King St.	fiscal year 2015-16
King St.	King St. West from Burnham St. to Spring St./Hibernia St.	fiscal year 2011-12
King St.	King St. East from Church St. to Normar Rd.	fiscal year 2011-12
Willmott St.	Willmott St. from King St. East to Lucas Point Park	fiscal year 2011-12

RECOMMENDATION: That the Town address the following cycling hot spots:

Project	Description	Proposed Schedule
Intersections	 <p>All major intersections should be designed to safely accommodate bicycles as well as motorized vehicles. This design should provide designated turning lanes for both bicycles and motorized vehicles. Pictured left is an example</p> <p>Intersections of particular concern include: Strathy Rd./Elgin St. William St./Elgin St. Ontario St./Elgin St. Division St./Elgin St. William St./University Ave. William St./King St. West Division St. at drive to VIA Station</p>	
Bump outs	Bump outs can force cyclists into traffic unless a bike lane is provided. Bump outs on King St. East are currently causing a hazard to cyclists.	

Project	Description	Proposed Schedule
Bicycle Parking Study	Study the bicycle parking requirements on public streets, and for commercial, retail, institutional, and industrial buildings. Develop recommendations for design, location, and quantity of bicycle parking spots.	fiscal year 2011-12
Construct additional bicycle parking	Construct additional bicycle parking based on recommendations from Bicycle Parking Study.	fiscal year 2012-13

RECOMMENDATION: Cycling Vision Statement and Goals


That Cobourg’s Transportation Master Plan include as part of its vision statement the following:

A. Cycling Vision Statement

Make bicycling an integral part of daily life in Cobourg, thereby making Cobourg a model for health promotion, environmental sustainability, and quality of life.

B. Goals

- Cobourg will ensure a safe and well planned bicycle friendly transportation network that allows connections to all destinations. The network will include bike-ways, off-street paths, on-street marked lanes and low volume/low speed local roads, adequate bike parking, and adequate links to public transit. The network will be accessible to riders of all ages, backgrounds, and abilities.
- Cobourg will promote a bicycling culture that supports experienced riders and brings new riders safely and comfortably into cycling.
- Cobourg educational institutions, businesses, health care providers, and government will actively support bicycling as a transportation choice.
- Cobourg will build social capital by encouraging bicycling as a social norm for all of Cobourg’s diverse population.
- Cobourg will facilitate mutual respect among drivers, bicyclists, and pedestrians by promoting knowledge, acceptance, and consistent enforcement of traffic laws.

- 
- Cobourg will collaborate with surrounding municipalities and Northumberland County to develop complementary bicycle transportation plans and a seamless bicycle network in the Cobourg area.
 - Cobourg will take advantage of the unique resources in our area (educational institutions, bicycle industry, other businesses, and non-profit organizations) to engage in partnerships to develop innovative bicycle facilities, educational programs, outreach efforts, and funding mechanisms.
 - Cobourg's bicycle plans will be incorporated into other Town plans (such as transportation plans, land use plans, neighbourhood plans, Official Plan, Zoning By-laws, etc.) to promote bicycle use as part of a multimodal, environmentally-friendly urban transportation network designed to benefit all citizens of the Cobourg area (including persons unable to walk or ride, and in cases when bicycling is not feasible).
 - Cobourg will create an on-going mechanism for cooperation and cross fertilization on bicycling issues across Cobourg department disciplines including Traffic Engineering, Engineering, Public Works, Police, Parks, and Planning.
 - Cobourg will increase its bicycle mode share to 20% by 2022 (the percent of the traveling public that uses a bicycle for transportation).

RECOMMENDATION: Transportation and Land Use Planning

That Cobourg create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors.

This land use planning design supports Cobourg Official Plan's objectives, policies and recommendations to create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts, and corridors that permit convenient, energy-efficient travel between homes, businesses, open spaces, schools, and other civic uses.

This arrangement of land uses and activities within the community, and the walking, cycling, and transit connections provided between these uses and activities, are essential elements in creating a pedestrian and bicycle-friendly town.

Attention should also be given in land use and transportation planning to making transit and cycling connections with other nearby municipalities, e.g. Port Hope, Grafton, Colborne, Brighton, Warkworth, Campbellford, and Trenton.

RECOMMENDATION: Bike-to-School Program

That the Town work with school boards, teachers, parents, and other agencies to develop a bike-to-school program which will identify safe cycling routes to schools, provide secure bicycle parking, provide CAN -BIKE training, and create cycling incentive and promotional programs for students and their parents.

RECOMMENDATION: Integration with Northumberland Master Cycling Plan

That Cobourg's Transportation Master Plan support and be integrated with the Northumberland County Master Cycling Plan.

RECOMMENDATION: Cycling Education

That the Town support the development and delivery of cycling educational programs which provide information and training on cycling safety skills and bicycle maintenance. These educational programs should target all sectors of the Cobourg population and include the curriculum offered by the CAN-BIKE Program.

RECOMMENDATION: Cycling Promotion

That the Town of Cobourg work with local cycling clubs and organizations including Sustainable Cobourg's Bicycle Action Committee to:

- designate an annual Cobourg Bike Week and ensure that Bike Week events are promoted.
- develop a calendar of cycling events and CAN BIKE classes

RECOMMENDATION: Communications and Public Outreach

That the Town of Cobourg work with cycling groups including Sustainable Cobourg's Bicycle Action Committee to promote cycling facilities, programs, and events through a variety of media, including:

- the Town's website
- a cycling newsletter
- an annual Cycling Guide as a newspaper insert;
- a Cobourg Bicycle Route Map



RECOMMENDATION: Encouraging and Supporting Cycling by Town Employees

That the Town take a leadership role in encouraging and supporting cycling as an everyday form of transportation for Town staff, including:

- making CAN-BIKE training courses available to Town staff;
- creating an incentive program for Town employees who cycle to work;
- developing contests among Town departments to encourage increased ridership;
- installing bike parking facilities outside of all Town buildings and recreation centres;
- encouraging a bicycle mentoring program among Town employees;
- installing showers, lockers, and change facilities for Town employees

RECOMMENDATIONS: Encouraging Employers to Promote Bicycle Commuting

That the Town encourage employers in Cobourg to promote and support bicycle commuting, including the preparation and distribution of a promotional brochure. Steps that employers can take to promote cycling by their employees include:

- Providing bike commuter facilities such as lockers, changing rooms, indoor bike parking or a simple bike rack
- Appointing a Bike Commuting Coordinator to help employees plan routes to work
- Partnering with a local bike shop to offer employee discounts, maintenance clinics, or to showcase new bike models during lunch
- Offering subsidies for bike commuters who don't use car parking spaces
- Promoting cycling by forming a company Bicycle Club or by allowing bike commuters to dress more casually at work.
- Making CAN-BIKE training courses available to employees

That the Town establish an annual Bicycle-Friendly Business Award program.

RECOMMENDATION: Data and Research

That the Town gather and maintain the following data to support the planning of cycling infrastructure and policies:

1. Statistics Canada data
2. Periodic cycling survey
3. Periodic bicycle counts taken on bicycle routes
4. Cycling data which is linked to specific objectives and measures included in the Transportation Master Plan

RECOMMENDATION: Encouraging Bicycle Tourism in Cobourg

That the Town work with Northumberland County and tourism organizations to explore opportunities with various community groups, agencies, and governments to promote bicycle tourism in Cobourg.



Bicycle Action Committee Transportation Master Plan Study Group

Appendix

Contact

Rick Nonnekes (*Lead*)

Rich Tyssen

Winston Emery

Paul Mills

Roy Martin

Stewart Richardson

Anita Macklin

Randy Albon

Email

rnonnekes@sustainablecobourg.ca

rtysen@sustainablecobourg.ca

wemery@sustainablecobourg.ca

pmills@sustainablecobourg.ca

rmartin@sustainablecobourg.ca

srichardson@sustainablecobourg.ca

amacklin@sustainablecobourg.ca

ralbon@sustainablecobourg.ca

Sustainable Cobourg Board Members

Rick Nonnekes, *President*

rnonnekes@sustainablecobourg.ca

Janette Johnston, *Vice-President*

jjohnston@sustainablecobourg.ca

Rich Tyssen

rtysen@sustainablecobourg.ca

Gudrun Ludorf-Weaver, *Secretary*

gludorfweaver@sustainablecobourg.ca

Randy Albon, *Treasurer*

ralbon@sustainablecobourg.ca

www.sustainablecobourg.ca