



be a  
**SPOKES**  
person



**roll**  
with it



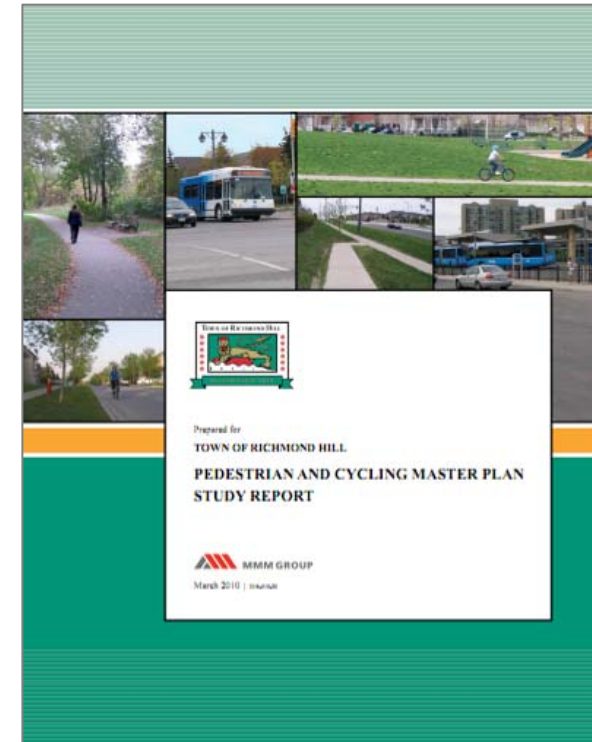
**BLAZE**  
the  
trails

*Pedestrian and Cycling Master Plan  
GTA Clean Air Council  
Friday, January 20, 2012*



# Agenda

- *Pedestrian and Cycling Master Plan (PCMP) Background*
- *Phase 1: On-road Cycling Network*
- *End of Trip Facilities Review*
- *Communications Plan*
- *Lessons Learned*
- *Next Steps*

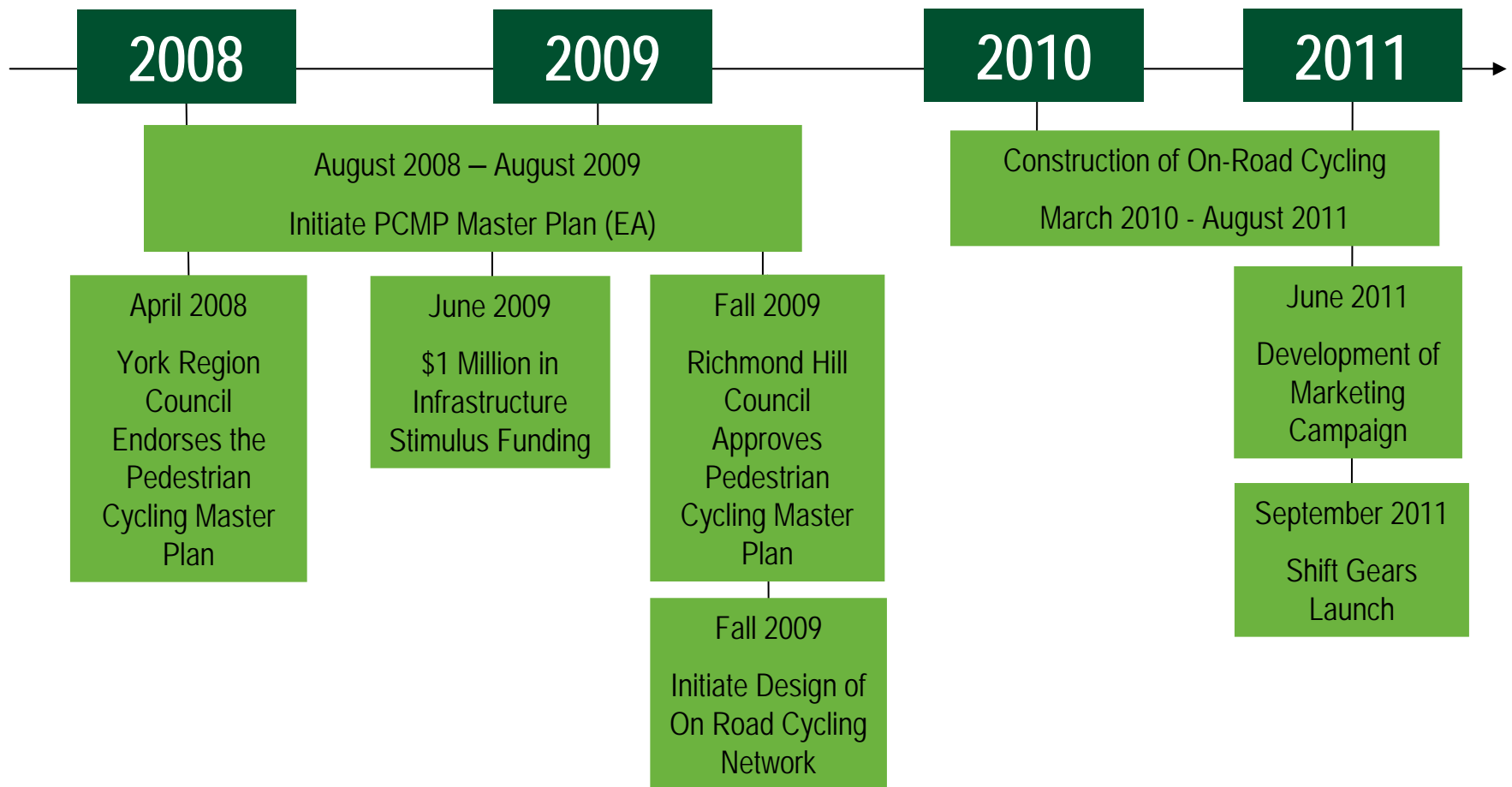


# Richmond Hill

- *Population 185,000*
- *Employment Base 65,000*
- *100 sq km in size*
- *551 km of roads*
- *Transit*
  - *2 GO Stations*
  - *YRT & Viva*
  - *TTC connections*
- *Key Transit Corridors*
  - *Yonge Street*
  - *Hwy 7 & Hwy 407*
  - *Future Subway*

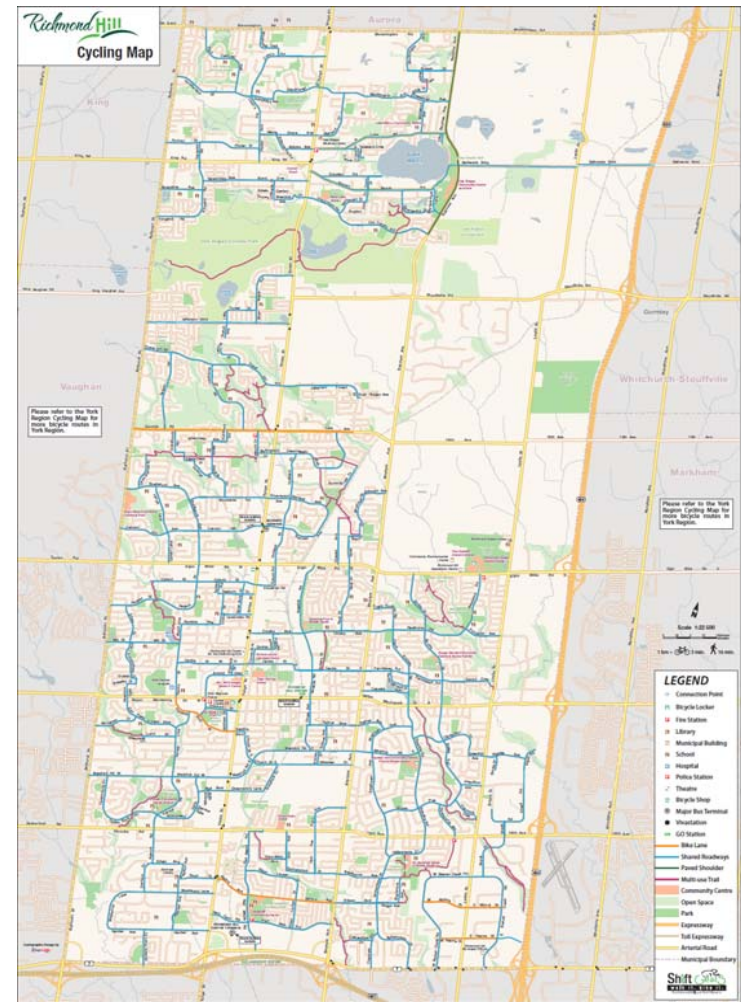


# PCMP Implementation Key Events



# On-Road Cycling Facilities

- *\$1 million Infrastructure Stimulus Funding*
- *Connections to York Region Network*
- *10 yr capital program completed in 18 months*
- *160 km of on-road cycling facilities*
- *1,279 signs installed*
- *79 km Dedicated Bike Lanes*
- *272 Pavement Markings i.e. symbols*



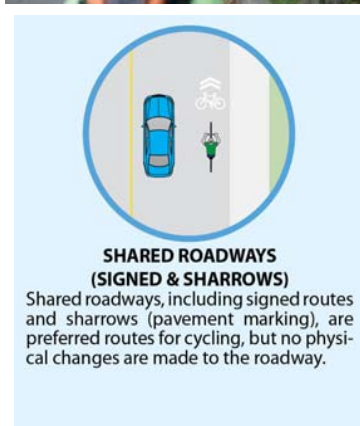
# *Signed Route*

- *Typically located on residential streets*
- *Identifies preferred cycling routes*
- *2 types: with or without edge lines*
- *1.2 -1.5 m width*
- *Preferred by residents over designated bike lanes to maintain on-street parking*



# Sharrows

- *Primarily located on residential streets*
- *Identifies ideal cyclist position in the lane*
- *Visual reminder to vehicles to share the road*
- *250 sharrow symbols installed*



# Designated Bike Lanes

- *Located in Business Parks & Industrial Areas where off-street parking is provided*
- *1.5 m width*
- *79 km of designated lanes*
- *22 reserved lane symbols*





# End of Trip Facilities

- *Review of facilities to determine need for new bike racks and lockers*
  - *Downtown Core, Libraries, Community Centres, Operations Centres, Connections with Regional Transit*
- *17 Bike Lockers*
- *5 Bike Racks*
- *17 Pedestals*
- *Maintenance*
- *Vandalism*
- *Safety Concerns*



# Communications Plan

- *Ongoing since project inception*
- *Communication Plan*
  - *Phase 1 Implementation*
  - *Official Launch & Promotion*
- *Aimed at raising awareness, education and inspiring change*
- *Key messages*
  - *Better connections in Richmond Hill*
  - *Environmental benefits*
  - *Health benefits*
  - *Safe cycling*
  - *Sustainable transportation option*

**Richmond Hill**

**Communication Plan: Shift Gears Launch & Promotion**

**Purpose:** To raise awareness and educate all key stakeholders about Richmond Hill's Shift Gears initiative, as well as inspire them to use our bike, path and trail network.

**Background**

- The Council approved Protection & Cycling Master Plan establishes a safe, convenient, continuous and connected pedestrian and cycling system in Richmond Hill.
- Phase 1 of the Plan included the installation of approximately 75 km of signed only bike routes; 57 km of signed bike routes with edge line or "barrowed", and 18 km of bike lanes in both residential neighbourhoods and business parks throughout Richmond Hill. Installation of road markings and signage was completed in 2009/2011.
- Phase 2 of the Plan will include the construction of a total of 155.6 km of sidewalk over the next 25 years, along with an additional 19 km of new or rehabilitated trails. Construction is expected to begin in the fall of 2011.
- A feasibility for the project – Shift Gears – was developed in November 2010.
- Promotion of the new bike routes has been ongoing through various communication tactics including the Town's website, ads in the Community Recreation Guide (Fall 2010/Winter 2011, Spring 2011, Summer 2011) and the 2011 Waste Management Calendar, an article in the Spring 2010 Works at Work Newsletter and a Connector article (April 2011), etc.
- York Region released its 2011 Regional Cycling Map in April 2011 (hard copy & electronic versions). Development of this map was a joint effort between the Region, its nine area municipalities, the TRCA and LSRCO.
- Town staff are currently working with a consultant to develop a local cycling map for Richmond Hill, which is expected to be complete by August 2011.
- With installation of bike routes now complete and budget in place, an official launch and promotional campaign for the Shift Gears project is planned for September 2011.

**Audience**

**Primary:**

- Cyclists:
  - Commuters
  - Elementary school students (Grades 6 to 8)
  - Adult cyclists
  - Recreational cyclists
- Motorists:
  - Richmond Hill residents (tourists, seniors, ethnic groups etc.)
  - Richmond Hill businesses (owners & employees)

**Secondary:**

- Richmond Hill Mayor & Council
- Richmond Hill staff

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Richmond Hill cycling map for posting to the Town's website

Task Description	Audience	Staff / Resource (who's responsible)	Cost / Source	Timing (when)
Richmond Hill cycling map for posting to the Town's website	Richmond Hill residents Richmond Hill businesses Mayor & Council Staff	G. Flint M. Ayres Consultant	Design/Layout \$17,000 Printing 70,000 copies \$22,000 Canada Post Delivery \$6,000	Design & creation to be complete by August 2011
Richmond Hill cycling map for posting to the Town's website	Richmond Hill residents Richmond Hill businesses Mayor & Council Staff	G. Flint M. Ayres Consultant	Cost included above	Completion of hard copy map - August 2011

3 of 9

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**STRATEGY #2:**  
Create a Shift Gears promotional campaign (posters for Town facilities, ads for Community Recreation Guide, Waste Management Calendar, Bulletin Board in The Liberal newspaper, banner(s) and/or graphics for the Town's website etc.)

Task Description	Audience	Staff / Resource (who's responsible)	Cost / Source	Timing (when)
Identify audiences, key messages and objective of Shift Gears promotional campaign	NA	T. Picketts G. Flint M. Ayres A. O'Malley	Staff time	Preliminary discussion May 9, 2011
Have a consultant to assist with the creation of promotional material	NA	T. Picketts, G. Flint & M. Ayres w/ assistance from C. Moore, A. O'Malley, J. Hoag	TBD	June 2011

3 of 9

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# Communication Tactics

## Bikeable Richmond Hill

Cycling in Richmond Hill just got better thanks to 145 km of new bike routes! And it's all part of the plan to create a safe, convenient, continuous and connected pedestrian and cycling network in Richmond Hill. Whether you're an avid cyclist, a commuter or simply enjoying healthy family time, you're encouraged to take advantage of stronger connections in Richmond Hill.

To plan your route, visit [RichmondHill.ca/bikelanes](http://RichmondHill.ca/bikelanes).



Coming Soon  
to a  
Neighbourhood  
Near You!

Walking and cycling is about to get easier in Richmond Hill thanks to our new **Pedestrian and Cycling Master Plan (PCMP)**. The goal of the PCMP is to create a safe, convenient, continuous and connected pedestrian and cycling plan within the Town where people are encouraged to use alternative or, as some might say, more earth-friendly modes of transportation.

The creation of approximately 75 km of signed-only bike routes, 57 km of signed bike routes with edge line or sharrows and 13 km of bike lanes on our roadways is expected to be completed by the fall.

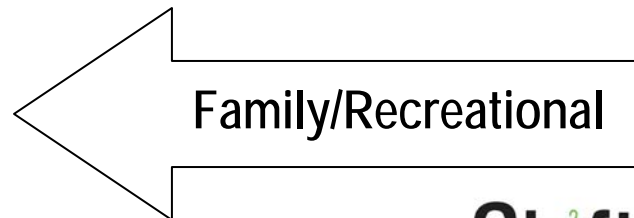
*Cycling is a fun, healthy activity and an inexpensive way to get around. Please drive responsibly.*

Visit [www.richmondhill.ca/bikelanes](http://www.richmondhill.ca/bikelanes) for more information.

- *Shift Gears brand - November 2010*
- *Ongoing promotion:*
  - *Town website*
  - *Community Recreation Guide*
  - *Waste Management Calendar*
  - *Connector until construction completion*
- *Richmond Hill Cycling Map - Summer 2011*
- *Marketing Campaign & Official Launch -September 2011*
- *Installation of Interpretive signs – Fall 2011*
  - *YRT, VIVA, Metrolinx and Town Parks*



# Shift Gears Marketing Campaign



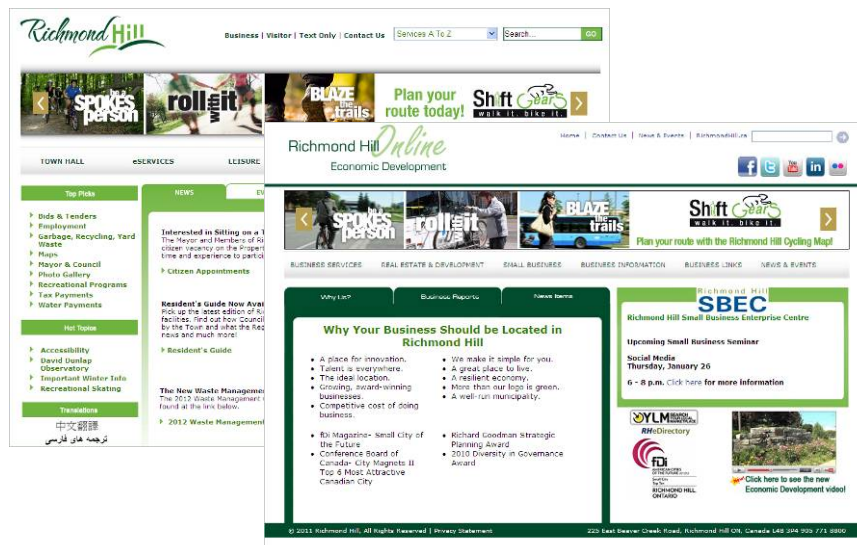
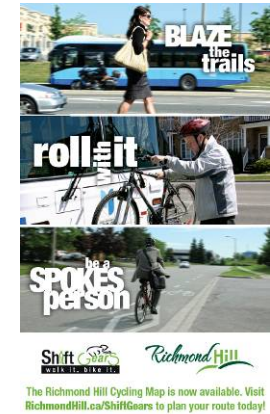
# Shift Gears Marketing Rollout



Posters distributed to all Town facilities



Ads in Richmond Hill's Community Recreation Guide, 2012 Waste Management Calendar & the Bulletin Board pages of The Liberal Newspaper



Banners on Corporate & Economic Development websites



# Media Coverage

## Shift Gears: learn all about town's walking, cycling trails

The official launch of Shift Gears, the town's pedestrian and cycling trails initiative, will be held during Saturday's Crosby Park Family Fair.

The Town of Richmond Hill is unveiling its Pedestrian & Cycling Master Plan with a new map and signage throughout the community.

It is intended to guide the development of a long-term, on- and off-road commuter and recreational cycling and trail network in Richmond Hill.

Town staff recently installed approximately 65 km of signed only bike routes; 57 km of signed bike routes with edge line or "sharrows" plus 13 km of bike lanes in both residential neighbourhoods and business parks throughout the town.

It's all part of the plan to create a safe, convenient, continuous and connected pedestrian and cycling network in Richmond Hill.

Saturday's information booth at the family fair will help promote the trails, with copies of the cycling map handed out, free giveaways and the chance to win one of two new bikes.

The map also offers more information about York Region Transit's Bike'n Bus program.

The second phase of the town's pedestrian cycling master plan will include the construction of a total of 155.6 km of sidewalk over the next 25 years, along with an additional 19 km of new or refurbished trails.

Construction is expected to begin in the fall of 2011.



### FIND OUT MORE

The Crosby Park Fun Fair and Shift Gears launch will be held at the park at the corner of Crosby Avenue and Newlirk Road, behind Centennial Pool, between 11 a.m. and 3 p.m.

For online version of the cycling map, pedestrian trails, cycling safety and tune-up tips, visit [richmondhill.ca](http://richmondhill.ca) and click on pedestrian cycling master plan or call 905-771-8800.

### BENEFITS OF CYCLING

- It's great exercise; being active is not only great for your physical health, it's great for your emotional well being, too.
- It can save you money; riding your bike instead of taking your car can save you money on the cost of fuel and parking.
- It's great for the environment; cycling is an energy-efficient, non-polluting mode of travel.
- It's fun; whether you're out for a leisurely ride on your own or spending time with family and friends, cycling is a great way to enjoy the outdoors.

Richmond Hill Liberal



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### Crosby Park Family Fair Event

September 26, 2011 By Lisa 2 Comments

The Crosby Park Family Fair event held this past Saturday was a great success and perfect weather! There was lots to do including various Vendors, Airbrush Tattooing & Craft Activity stations, interactive science learning trail & carnival games, live music performances provided by the Richmond Hill & Oak Ridges Soccer Clubs, Pipe Tennis Lessons provided by the Richmond Hill Lawn Tennis Club and much more!

Rosalene and George of Town of Richmond Hill introducing the Pedestrian and Cycling Master Plan. Shift gears. The cycling guide contains more than 100 km of new bike routes and 120 km of trails and can be viewed online. Hand copies will also be available at the Town's main Municipal Offices, Operations Centre, all Town community centres, arenas and libraries beginning Wednesday, September 26.

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ROGERS TV VIDEOS

Featured Shows

**Cycling & Trails Launch**  
Saturday, September 24  
11 am - 3 pm  
Crosby Park, Richmond Hill

The official launch of Richmond Hill's cycling network. Visit the Shift Gears booth for a chance to win a bike and to pick up the new Richmond Hill cycling map.

[www.richmondhill.ca/ShiftGears](http://www.richmondhill.ca/ShiftGears)

thebulletinboard@rogers.com  
905-836-7195

10 views

Shift Gears

Rogers TV: Bulletin Board



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Smart Commute

The Town of Richmond Hill has new #cycling routes and map available to get you #smartcommuting!  
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30 Sep via web

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# *Shift Gears Launch - September 24, 2011 at Crosby Park Family Fair*



- *Mayor & Council arrived by bike*
- *Officially launched Shift Gears during welcoming address*
- *Shift Gears booth included cycling maps, swag and safe cycling information*
- *700 cycling maps distributed*
- *Conducted draws for 2 bikes (315 entries)*
- *Approximately 1,500 attended the event*



Sponsor: Evolution Cycles



Bicycle Draw Winners



Mayor & Council with bicycles provided by Evolution Cycles



Shift Gears Swag





# *Interpretive Information Boards*



Newkirk GO Station



Cardinal Trail

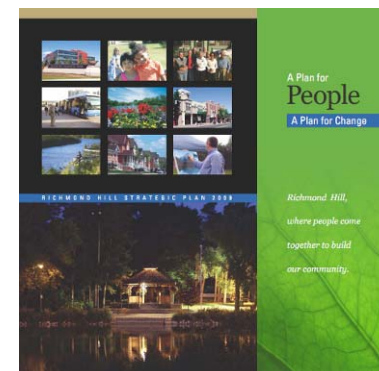
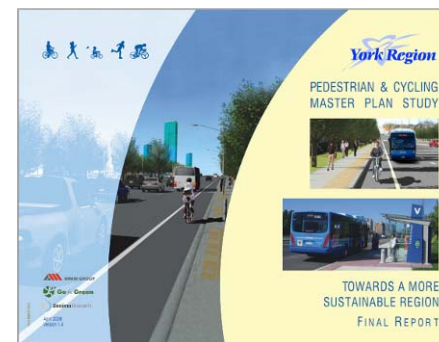
- *Located where modes of sustainable transportation connect*
  - *GO Stations*
  - *Viva Stations*
- *Park & Trail access points; intersection of on-road networks and off-road trails*
- *Provide safety information and cycling network map*

# Total Costs Summary

	<i>Cost</i>
<i>Pavement Markings</i>	<i>\$618,0000</i>
<i>On-Road Cycling Facilities Signs</i>	<i>\$80,000</i>
<i>Interpretive Information Boards</i>	<i>\$8,800</i>
<i>Bike Lockers</i>	<i>\$40,000</i>
<i>Bike Racks &amp; Pedestals</i>	<i>\$10,000</i>
<i>Communications Plan</i>	<i>\$10,000</i>
<i>Cycling Maps</i>	<i>\$35,000</i>
<i>Promotion Items</i>	<i>\$3,000</i>
<i>PCMP Coordinator (18 months)</i>	<i>\$150,000</i>

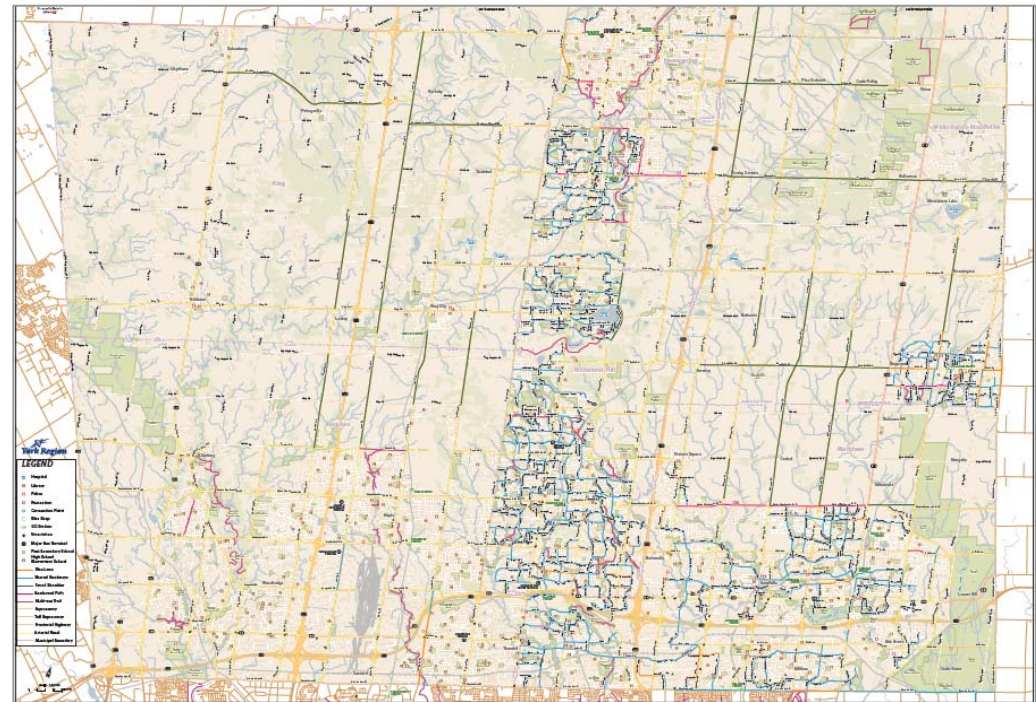
# Lessons Learned

- *Alignment with Plans*
  - *York Region PCMP*
  - *Richmond Hill Official Plan*
  - *Richmond Hill Strategic Plan*
- *Council Buy-in*
- *Funding*
  - *Preparation*
- *Vandalism*
- *Partnerships*
  - *Richmond Hill Business Improvement Area (BIA), Operations-Roads, Parks Maintenance, Communications, Asset Management, VIVA, Metrolinx, YRT, Smart Commute, local bike shops*



# Next Steps

- *Phase 2 implementation of 10 year Capital plan*
  - *Off-road Infrastructure: multi-use trails and sidewalks*
  - *York Region Lake to Lake Route*
- *Ongoing Education & Promotion*
  - *Public Awareness & Notification*
  - *Social Marketing*
  - *Safety*
- *April 2012 Shift Gears Spring Promotion*



York Region 2011 Cycling Map



be a  
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person



**roll**  
with it



**BLAZE**  
the  
trails

Further Information:  
[RichmondHill.ca/ShiftGears](http://RichmondHill.ca/ShiftGears)

