



Meeting: GENERAL PURPOSE & ADMINISTRATION COMMITTEE

Date: August 25, 2014

Dept: Public Works and Parks

Report No: OPS-2014-26-GP&A

APPROVAL BLOCK

CAO HL
DF/T _____

Title: GREENBELT CYCLING ROUTE

RECOMMENDATION:

THAT Committee recommends to Council that the recommended Greenbelt Cycling Route be endorsed;

AND THAT the Waterfront Regeneration Trust be so advised.

BACKGROUND:

The Township of Scugog has received a request from the Waterfront Regeneration Trust for its endorsement of the new Greenbelt Cycling Route (see Attachment #1).

The Greenbelt Cycling Route is being created to compliment the existing Waterfront Trail along the shore of Lake Ontario. Over time, the plan is to develop connecting routes between the Waterfront Trail and Greenbelt Route as well as branch routes into the various communities.

The Greenbelt Route was originally proposed to follow Ashburn Road as shown on the Township's and Region's Cycling plan, but staff expressed concern about the road condition. The Waterfront Regeneration Trust had an evaluation of the route, using Ashburn Road as well as the proposed route shown in the attachment, completed by Marshall Macklin Monaghan (MMM). MMM had prepared the Ontario Traffic Manual, Book 18: Cycling Facilities, and the review was prepared in accordance with Book 18.

The review determined that Ashburn Road would be the preferred route, but the existing road condition was not suitable.

An alternate route has been established along Scugog Line 4, Gray Side Road, Smith Side Road, Scugog Line 2 and Bryant Side Road until such time as Ashburn Road is upgraded/improved.

Staff has had dialogue throughout the route development process with the Waterfront Regeneration Trust staff. Staff is satisfied that the proposed route is the best option available at this time and support the implementation of the route through Scugog.

The Greenbelt Cycling Route will help with the growth of cycling tourism in this area. The route largely mirrors the Township's and Region's cycling network, and will more closely follow these plans when Ashburn Road has been upgraded.

The proposed schedule for implementing the Greenbelt Route is outlined in detail in the attached document. The Waterfront Regeneration Trust is seeking support of all municipal partners now in advance of the official launch of the route in 2015 in conjunction with the PanAm Games.

ENVIRONMENTAL CONSIDERATIONS:

N/A

ACCESSIBILITY CONSIDERATIONS:

N/A

FINANCIAL IMPLICATIONS:

The Waterfront Regeneration Trust will provide the route signage for posting the route. The installation and ongoing maintenance of the signage will be the responsibility of the local municipality. The installation costs can be covered by existing operating budget for sign maintenance.

Posting this route will require the municipality to ensure it is maintained in accordance with the Ontario Traffic Manual Book 18.

SUMMARY:

All levels of government support improved cycling facilities. The implementation of the Greenbelt Cycling Route will promote cycling tourism in the Township of Scugog and north Durham Region. The Township of Uxbridge Council has endorsed the Greenbelt Route through Uxbridge.

The proposed route aligns with the Township's and Region's cycling plans, and staff is recommending that Council endorse the route and confirm the municipality's support for the Greenbelt Cycling Route.

Respectfully submitted:



Ian Roger, P. Eng.
Acting Chief Administrative Officer

Attach.



Waterfront Regeneration Trust

June 10th, 2014

To:
Ian Roger
Director of Public Works

RE: *Request for Endorsement for the implementation of the Greenbelt Route in the Township of Scugog*

Dear Mr. Roger,

This letter is written to request the Township of Scugog's support for the Greenbelt Route on the section of Route that passes through the Township of Scugog.

The Waterfront Regeneration Trust has been working with regional and local municipality planning and transportation staff to identify an alignment for the proposed Greenbelt Route.

The proposed Greenbelt Route is a project of the Friends of the Greenbelt Foundation and the Waterfront Regeneration Trust Charity to create a signature provincial cycling route from the County of Northumberland to the Region of Niagara using existing infrastructure wherever possible. The Greenbelt Route will showcase Greenbelt communities and provide a way for Ontarians to experience the countryside, towns and municipalities on route. As project lead, the Waterfront Regeneration Trust has developed a focused three-year work plan to identify, sign and launch the route by 2015. The Friends of the Greenbelt Foundation is funding the WRT's work on this project.

The following letter gives a short background on the project, outlines the work completed to date, lays out the action plan and explains the current request.

Project Background

The Greenbelt Route will create a 460 km signature provincial cycling route that traverses six regions: the County of Northumberland, Regions of Durham, York, Peel, Halton, Niagara and the City of Hamilton. It will showcase communities en route, and provide links to urban centers along the Greenbelt as well as connections to the 1400 km Waterfront Trail.

Working in partnership with Transportation Options, the project includes six Welcome Cyclists Workshops to inform local businesses and attractions of the Route, the associated benefits of the cycling tourism market, and engage them in the promotion of the route to enhance their own business.

The new route will take advantage of the rapidly growing interest in cycling tourism. In 2010, 2 million Canadian visitors went cycling while traveling in Ontario and spent \$391 million, (an increase of 25% and 18% respectively from 2009.) According to the League of American Cyclists, American cyclists spend \$47 billion annually while cycle touring. Quebec vacationing cyclists spend \$134 million annually. Building on this trend, the Greenbelt cycling route will inspire Ontarians to connect to the communities in the Greenbelt in a new and exciting way - by touring and exploring by bike.

Work to date

In fall of 2012, the Waterfront Regeneration Trust (WRT) completed a feasibility study for the cycling route, which was funded by the Greenbelt Foundation. Since then the WRT has met with both regional and local staff to determine a preferred route through the Township of Scugog. The preferred alignment was guided by both

local and regional transportation plans.

The preferred route was presented by Durham Region staff at a Greenbelt-wide Mapping Workshop, which was attended by staff from across the Greenbelt communities. The workshop identified local attractions, services en route, and areas where extra caution or notes are appropriate.

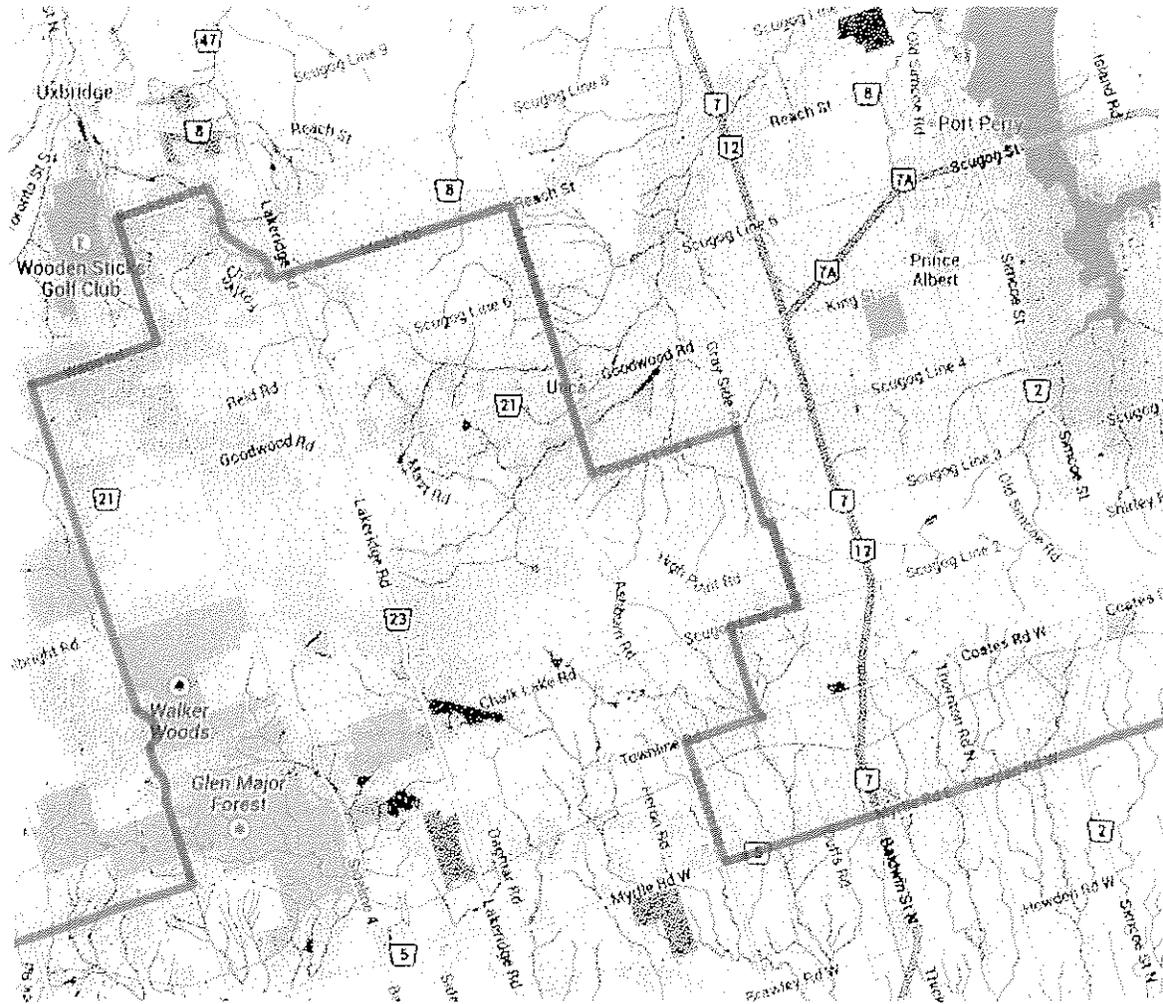
During the week of May 5-10, a Mobile Workshop was held on the Greenbelt Route that invited municipal partners, tourism officials, and cycling advocates to learn more about the project and cycle the route. More than 35 people took part in the Durham workshop and provided very positive feedback of the proposed route.

Proposed Greenbelt Route Alignment:

The proposed route was developed in conjunction with Durham Region, Scugog staff, the Toronto Region Conservation Authority and the Greenbelt Foundation. The alignment took into consideration factors such as road conditions, volume, posted speed limits, existing and future aggregate pits and consideration of off-road trails that exist in the area.

Following the route consultations, the engineering firm MMM was retained to provide an assessment of the route and its suitability for designation as the Greenbelt Route. The report advised that the route was suitable in its current condition so long as regulatory signage is put in place to warn both motorists and cyclists of the conditions that exist on the road. The report is attached as an appendix to this request.

The Route through the Township of Scugog is shown on the map below. For a more detailed view of the route, please visit the project website here:
www.greenbeltcycles.com



Future Work Plan

Winter – Summer 2014

- WRT will seek local and regional approvals for the preferred route.
- WRT will commission the creation of Greenbelt Route maps
- Welcome Cyclists Network workshops to be held across the Greenbelt Regions to introduce the route to local businesses and expand community support

Summer 2014

- **Wayfinding Workshop:** The WRT will lead a session to develop a consistent wayfinding strategy for directional signage along the route and its connections. Strategy will accommodate existing local and regional planning.
- **Signage Audit.** WRT will assess the route to determine the appropriate directional signage to mark the route. Each municipality will review results to confirm audit results reflect local and regional standards.

Fall 2014 – Spring 2015

- Signage will be provided to municipalities by the WRT. The Greenbelt Foundation is providing funding to cover the cost of the production of directional signage. The local and Regional Councils will be responsible for installing the signage on their respective facilities
Example signage can be found on the partner website here:
<http://www.greenbeltcycles.com/resources.html>

Summer 2015

- The Greenbelt Route will be launched with a fully supported recreational bike tour of the entire route modeled after the Great Waterfront Trail Adventure and organized by the Waterfront Regeneration Trust.
- In addition the Friends of the Greenbelt Foundation will publish various promotional resources. A website featuring detailed maps will be made available to the public and the Route will be promoted through multiple channels

Roles and Responsibilities

The Friends of the Greenbelt Foundation has provided funding for directional signage, mapping and the launch event. It does not include funding for infrastructure improvements. The launch of the route is not contingent on any infrastructure improvements, and maps and promotional materials will clearly indicate what conditions users can expect to encounter.

In return for their involvement the Municipalities and Regions will gain a signed provincially significant cycling route and a tremendous promotional partner in the Greenbelt Foundation. For example, the Foundation has plans to launch a guide and web resources for visitors and residents. The Greenbelt Route will showcase and connect people to the businesses and attractions in the area.

Community Partners

The Township of Scugog's involvement is essential to moving forward and would involve:

1. Formally endorsing the route through appropriate channels
2. Installing Greenbelt Route directional signage provided by the Greenbelt Foundation on the identified route, and providing any regulatory signage deemed necessary
3. Participating in the launch celebrations in 2015

The Friends of the Greenbelt Foundation and the Waterfront Regeneration Trust

We will provide ongoing leadership on the Greenbelt Route including:

1. Liaise with Regional and local municipality staff to ensure the necessary approvals are sought and obtained
2. Conduct signage audit and determine quantity of signs needed
3. Provide signs to the Township of Scugog
4. Work with Transportation Options and the Ontario by Bike/Welcome Cyclists program to engage businesses in how to profit from cycle tourism in the region
5. Launch the route with an end-to-end event

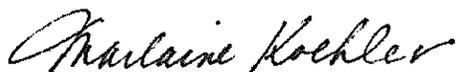
Next Steps

To move forward and include Scugog in the initiative, we request the Township of Scugog's endorsement for the selected alignment of the Greenbelt Route and support for plans to implement the route in time for a 2015 launch.

Please feel free to contact me or Peter Lipscombe; project manager (pl@wrtrust.com or 416-943-8080) with any questions you may have.

We look forward to working with you on this exciting initiative.

Regards,



Marlaime Koehler
Executive Director
Waterfront Regeneration Trust
mk@wrtrust.com 416-520-4205