

# APPENDIX B PLANNING WORKSHOP



# HALIBURTON COUNTY CYCLING MASTER PLAN PLANNING WORKSHOP

September 24, 2007 10 a.m. - 4:00 p.m.  
Sir Sandford Fleming College – Haliburton

## **Agenda Item #1**

### **Why I Love Haliburton County**

- healthy
- scenery
- people (friendly)
- uncrowded (except summer)
- lack of traffic (except summer)
- culturally active
- wildlife
- controlled economic growth (official plans – environmentally friendly)
- lots of outdoor activities
- 4 seasons
- engaged community
- pace of life
- can find it all here or nearby
- sense of community – know each other
- terrain challenging
- few stop signs
- can cycle out of driveway
- good road network – lots of secondary roads
- fresh air
- safer to cycle here than other areas
- secondary roads hard surface as opposed to gravel
- opportunity to see wildlife while cycling
- supportive community – helping people to get active
- political structure is accessible to community groups

## **Agenda Item #2**

### **Project Overview** (no flipchart notes)

## **Agenda Item #3**

### **Accomplishments to Date**

#### Activities

- Shifting Gears Festival
- website
- Bike Haliburton County map
- Community Form (2006) – HHCC
- Community Forum (2005) – HHTN
- active transportation initiatives
- partnerships/sponsors
- ongoing communications with municipalities, organizations
- media coverage
- fundraising
- advocacy – County Rd 21
- master plan initiated

#### Results

- community awareness & support
- political awareness & support
- organizational capacity (HHCC, HHTTN)
- better cycling information
- planned for signature event (~2000) – Hiking (HHTTN) & Cycling Festivals
- some work done on mountain biking
- research done on cycling in general – inventory (independent project)
- supportive language in some official plans
- Easy Ryders cycling club – membership grown to 107
- facilities – Haliburton Forest trails
- more requests for bicycles at resorts/accommodations
- most provide bikes now (resort/accommodations)

## **Accomplishment Detail – A**

### Shifting Gears

- awareness
- stand alone event should continue
- opportunities for skill development – basic skills
- promotes to youth
- allows community to focus on cycling
- fun
- economic spin offs
- opportunity to connect with other national events (e.g. Race across Canada)
- draws in new/or non-cyclists
- welcoming environment
- learning opportunity (cycling for those with mobility issues)
- vendors bring in products for people to try out

## **Accomplishment Detail – B**

### Website

(question of capacity and ownership)

- communication
- reach a broader audience (variety)
- people use web as research tool
- include routes, events, why come here, accommodation/food/other activities, contact, how to find us, downloadable version of map (use pay pal), discussion forum, where to get bike fixed or rent, weather, road construction & closures, gear swap
- avoid overlap with County, tourism sites – communicate & link (who has capacity)

## **Accomplishment Detail – C**

### Map

(maybe build upon existing map)

- know where going
- what destinations/link to roadside park
- road conditions, terrain, time, skill requirements
- people like maps
- parking and local facilities/amenities
- staging areas
- linkages and secondary routes
- commuting aspects – destinations
- identify stops along way (food, water, rest areas, interesting sites, etc.)

## **Accomplishment Detail – D**

### AT Initiatives

- integrate into planning (scheduling) and priorities and build into upcoming roads projects
- justify return on investment for infrastructure
- communication with stakeholders – make linkages for municipalities and County
- infrastructure – need to support commuter traffic
- bike parking – bicycle friendly businesses (eg. restaurants)
- transportation planning to move people as well as cars
- develop criteria for including cycling into planning road construction
- implement TDM (Transportation Demand Management) measures – in congested areas or certain times of year to encourage other forms of transportation
- creates culture for social change
- rural areas tend to be car-centric because spread out

## **Accomplishment Detail – E**

### Partnerships/Sponsors

- only way to get things done (capacity issues – people and \$)
- need to demonstrate to businesses:
  - the growth of cycling nationally
  - need to be aware of local economic impact of cycling (“sell” product – cycling to them to get them involved)
- training of customer service to understand/accept cycling customers (know something about cycling in area) – build into hospitality arsenal
- community wide support and understanding
- how to keep people aware of events

## **Accomplishment Detail – F**

### Communication

- municipalities, County
- media – local, external & specialized publications
- other related organizations
- businesses
- schools
- cycling groups – here and elsewhere
- signage – share the road, route signage, directional signage (don't overdo it) – use maps appropriately, perhaps branding strategy (need coordination between different groups and areas – requires agreement of all tiers of government – may require change in policy)

## **Agenda Items #4, #5 – Barriers and Opportunities**

### Barriers

- lack of paved shoulders
- safety issue with non-paved or inconsistent width
- drainage is a barrier – grates unsafe angle
- mindset --> transportation = roads = cars
- road surface type
- speed and volume of traffic
- lack of amenities (washrooms, bike racks etc.) to support cyclists or lock up facilities for expensive bikes
- for councillors, many groups involved in or asking for similar things – would be helpful to understand, link and fund if had one organization
- different degrees of readiness for municipalities to embrace cycling (low on priority list for some)

### Opportunities

- pave shoulders on priority roads (Hwy. 118 done, 35, 21, potentially 503)
  - major arteries, high volume traffic, speed
  - keep clears of debris
  - consistent width
- switch angle of grates
- grade gravel shoulders after storms to prevent gulleys (or oiled to prevent)
- change culture to include all road users (complete streets philosophy)
- communicate road surface type so cyclists know what to expect (map, website, etc.)
- education of drivers – how to pass safely
  - awareness campaign in spring (defensive driving in general – hilly, winding roads)
- enforcement of speed limits
- “windiness” of some roads and narrowness, acts as a “traffic calming” effect
- “cycling friendly” homes to provide support (like Neighbourhood Watch)
- form partnerships to use existing facilities (amenities) rather than building new (college, resorts, public buildings, businesses etc.)
- locked storage for visitors who bring their bikes with them
- create community understanding of overall benefits (long term and short term) of accommodating cyclists (not just patrons)
- develop consistent, cohesive message (& strategy) for various groups presenting to councils
- make specific rather than general requests from councils
- be specific around policy (what you want – exact wording) at 5 year official plan review (e.g. County – 2011 probably earlier; Dysart having open houses summer 2008)

## Opportunities Cont'd

- become the "model" for other areas to emulate – present at Association of Municipalities of Ontario (AMO) conferences, etc.
- assist councils to be aware of funding opportunities
- look at other levels and areas for funding
- extensive paved road network (great base for network – foundation)
- terrain presents opportunity for "elite" cycling events (e.g. training, road races)
- direct presentations specifically to municipality's needs/situation (now and future) – specific recommendations
- staged approach to priorities (to accommodate budgets and future opportunities)
- some improvements don't have \$ attached (e.g. turning grates)
- work at provincial and federal levels and others (e.g. Trillium foundation) HCDC, Green Municipal Fund)
- Cycling growing in popularity across Canada (make politicians aware of this)

## **Agenda Item #6 – Long Term Vision**

### Who's going to use Master Plan?

- priorities and future direction for HHCC
- municipalities, County – planning, funding (budget allowances)
- they will see it as HHCC's plan
  - becomes a tool HHCC uses to influence decisions
  - participate in review of official plans
  - like a background study (to help make decisions on plans)
  - both for policy and during implementation
  - helpful for strategy development in official plans (keep lines of communication open with councillors)
- useful document to take to funders and other levels of government
- should be used as business case for businesses to become cycling friendly

### Purpose

- serve for information purposes for councils (in planning)
- draw from priorities to make specific recommendations
- used to make business case to businesses, funders, other levels of government
- resource, information sharing, messaging for other groups
- include specific policy wording for official plans
- share with other rural areas (most plans are for urban centres)
- provide model to build on for other types of cycling (back country, off road)
- advocacy tool for HHCC

### Timeframe – Vision

- will need to review master plan to ensure it's still relevant and to jump on Official Plan reviews
- different timelines for different purposes
- Official Plans – every 5 years
- Road projects – road (look 20 years) needs plan done every 5 years (assess each road based on surface, volume of traffic, etc.)
- Strategic Plan (visioning document) – County has one; done every 20 years (not aware of municipalities doing strategic plans)
- if provincial or federal \$ suddenly becomes available, municipal and County can/will react quickly – creates window (need to be ready)
- focus on key staff for road needs plans (rather than providing directly to engineering firm)
- have to keep using plan as opportunity arises (not simply present once) – keep communication flowing (readiness to accept)

### Master Plan

- made for Haliburton
- reflects community input
- tool for decision makers, cyclists and residents
- comprehensive, strategic
- practical, implementable, realistic
- measurable benefits/results
- action oriented
- staged or stepped approach
- speaks to many audiences
- shows links to other projects
- various roles for stakeholders
- cyclist friendly
- clear, straightforward language
- positive, inspiring, motivating
- includes a facility development plan

### Long term Vision

- more people on bikes
- Haliburton County considered a cycling destination
- more active commuters and fewer cars on road
- more roads with paved shoulders
- signage – directional, share the road
- more “share the road” awareness, both cyclists and motorists
- separate bikeways
- improved cycling skills in population
- bicycle friendly businesses (bike rack)
- signature cycling event e.g. race
- safer roads, fewer crashes and injuries
- potentially reduced speed limits

## **Agenda Item #7 – General & Specific Elements of Cycling Master Plan**

### Long Distance

- paved roads
- paved shoulders
- major road (provides longer routes) or sections
- scenic route
- varied terrain – lots of hills, (but not all climb and descend)
- some long distance
- public washrooms
- attractions – for stops along the way (natural, heritage, cultural, etc.)
- car parking (staging area)
- loops – concentrated only on loops
- map
- brochures – accommodations, restaurants, etc.
- races (perhaps part of a bigger festival) e.g. Headwaters 100 (Minnesota), Hilly 100 (Bancroft), Ultra Cyclists

### Short/Easy Terrain

- rest spots – facilities, picnic areas
- flat terrain
- safety – no busy roads (if so, then widen shoulders)
- somewhere to rent bikes, trailer, carrier
- loops throughout villages (Minden and Haliburton & Wilberforce/Cardiff loop)
- destination or place of interest to go to (ongoing scavenger hunt at an information centre)
- white or yellow bike program
  - make free, used starter bikes available
  - children & adults
- map – specify family loops on village map
- education – safety
  - knowing hand signals
  - parent program for beginners
  - helmet safety issue (no cost/low cost program to go with free used bikes)
- promote family routes through schools
- bike week
- add routes onto County's GIS layers (people could build their own routes)
- diversity of destinations for different types of cyclists, e.g. could cycle for coffee or ice cream for tourists/family

### Other ideas for routes:

- Irondale Road (& Gooderham) (10 km – not a loop)
- West Guilford Community Centre to Green Lake Road to Airport Road to Barry Line and back on 7 to West Guilford

## Cycle Tourists

- website communication is key (cyclehaliburton.ca & other HC sites – links)
- County tourism, Chamber of Commerce, Trails & Tours, Experience Haliburton – channels and links
- links – everyone working together cohesiveness – provide same info and easy to find (accommodation, restaurants, etc.)
- search engines – search ON cycling – HC comes up
- everyone work together to draw on cycling tourists
- customer service training workshops so front line staff are able to provide information and guidance
- “block parent” signage – come to HC – we’re cycling friendly – whether businesses (restaurants, accommodations) or someone’s house
- create cycling friendly atmosphere in HC
- logo (HHCC) in window
- ensure everyone up to speed
- hard for everyone to know about all that’s going on but
- provide positive experience and they’ll come back and tell others
- cover a few things at workshop to make it worthwhile for businesses (beyond cycling) (hiking, skiing, etc.)
- keep people here longer by working together
- tour focused (rather than events) - experience packages
- cycle tourists – looking for B’n B’s or camping
- how to get cycle tourists to stop/stay a while
- “bike from door” desire – work with operators to offer suggested routes

## Commuters

- paved shoulders within 5 km radius of hubs – villages (Minden & Haliburton) – may be smaller in other centres like Wilberforce (travelling at peak traffic times)
- destination hubs – tennis courts, soccer fields
- look at best investment: County Rd #1 – invest in rail trail instead to make it more commuter friendly
- bike parking – leaving bike for 7-8 hrs need better security – partner with businesses willing to set up bike cage (covered)
- employers – need to accommodate and support employees (bike storage in office, showers, change room, flex work hours to avoid peak traffic or darkness)
- education awareness – what to wear, equipment, carrying gear, lighting, mirrors
- some may be willing to cycle part of their route (drive partway)
- establish staging areas (could test during Commuter Challenge)
- need to know how to transport/load bike onto vehicle (if driving partway)
- safe routes – Minden – separate pathways (ASRTS) #1 barrier – traffic
- teach kids at young age that a bicycle is a vehicle and how to ride
- bike commuting not just about reaching workplaces (beach, tennis courts, library, log chute, Rotary Park, etc.)
- festival workshops and Commuter Challenge

- cycling in winter – not done here
- major employers: Delta Pinestone, Patient News, Bonnie View Inn, hospitals, medical centres and schools

### The One Thing...

- community-wide cooperation and collaboration on promoting/supporting cycling
- safety education
- paved shoulders on 35, 118, 21, 503
- Ongoing communication with councils – participate in official plans, follow up with liaisons
- coalition as lead to keep things moving
- marketing HC as cycling destination
- strategy (set up forum) for various interest groups to collaborate (unified voice)
- supporting one another (outward looking)
- practical implementation strategy – easy to identify what should be done in 5, 10, 15, 20 years (priorities and benchmarks)
- concrete recommendations/requests to take to councils (infrastructure issues)
- identify role of partners/stakeholders (not dumping all on municipalities and County)
- commitment to paving road shoulders (not just post-poned every 5 years)
- help find funding and administer (make it easy for staff)
- map resources – who can do what
  - capacity, skills (partnerships)
  - whose role to do what (NGO's, staff, businesses, etc.)

### Extra: Promotion & Programming

(e.g. maps, brochures, festivals, races, cycling school buses, etc.)

- set up informal group rides

## **Agenda Item #8**

### Value of Day

- having facilitation/structured day
- # of people who showed up – commitment from community
- sharing of ideas
- anticipation that it won't stop here
- stayed on track – stayed on subject
- more aware (appreciation of) of bureaucratic processes to get things through
- diversity of backgrounds of participants (to put plan in action will require all these roles to participate)
- appreciate visuals and structure (steps coming together)