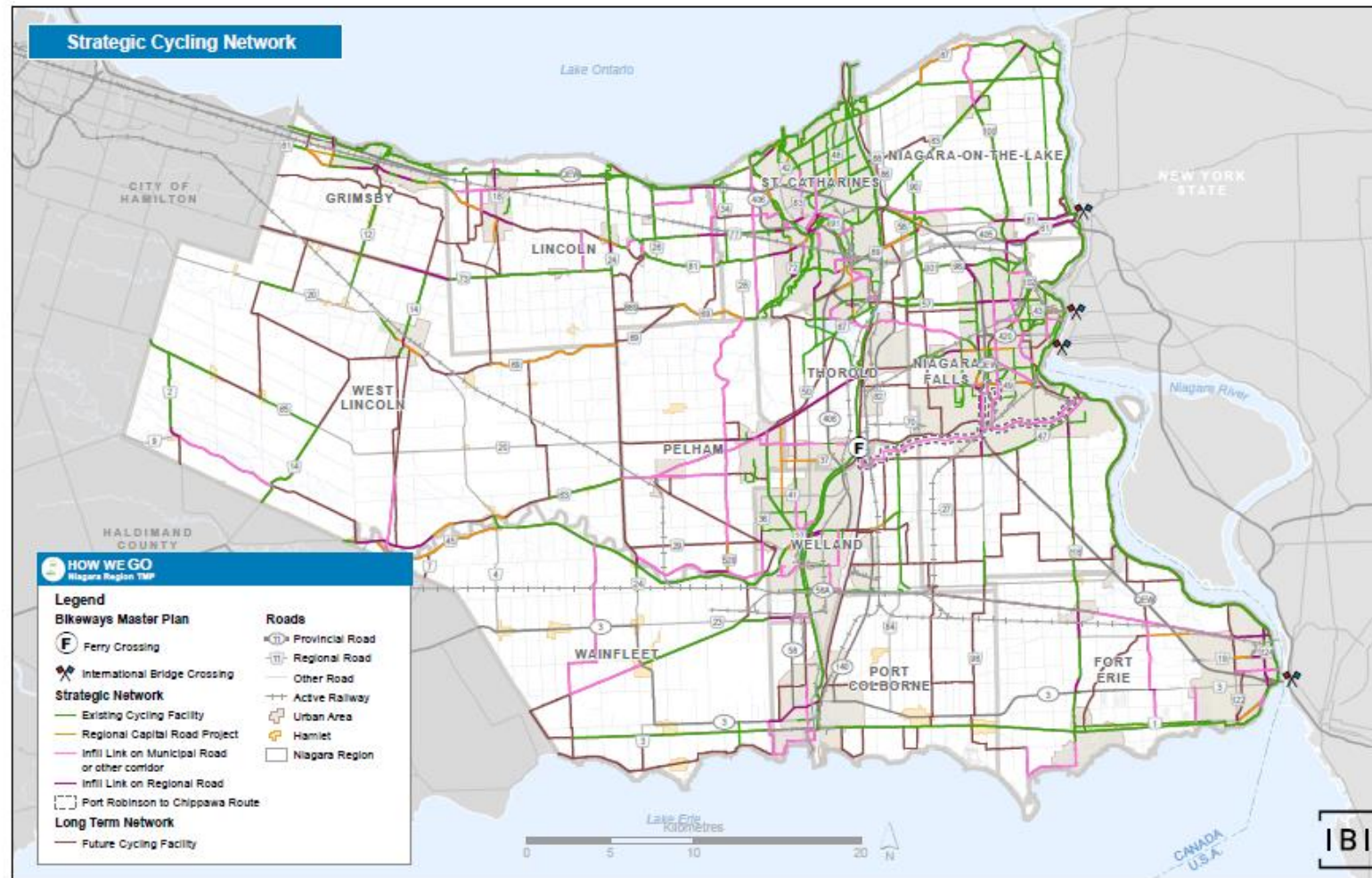


# Transportation Master Plan

## Bikeways Masterplan Overview



# TMP – Strategic Cycling Network Development



# Strategic Cycling Network Conclusions and Integration with the TMP/OP



# Active Transportation Sub-Committee

## Bicycle Map Update

Facilitation Session #1  
Friday, March 29<sup>th</sup>, 2019



# Feedback On The Current Map

*(Summarized feedback from the Toronto Bike Show – March 2019)*

## Pros

- Locals knew the map better
  - Better than staff
  - Had an older map, used it and looking for the new one
- Waterproof
- Tear proof
- Educates about Additional Routes
- Size provided convenience of the map

## Feedback

## Cons

- Smell
- Symbolology
  - Legend symbols (grapes, distillery)
- Confusion
  - Icons missing, routes, legends
  - Colors designate type not style or road
  - Numbering and colors on back map
  - Trails not in legends
  - Colours of townships
- Cover
  - Front picture/title

# Determining Who The Users Are

- Primary Users
  - *Niagara Residents*
    - *Recreational and advanced cyclists,*
    - *Active residents who walk / hike*
  - *Tourists*
- Secondary Users
  - *Motorbike riders*
  - *Community organizations*
  - *People driving their car*
  - *Paddlers*
  - *Businesses*
  - *Seasonal sport enthusiasts*
  - *Bird watchers*
  - *Other*





# Primary Users

## What do they need in the map?

- Safety – traffic, speed,
- Elevation & distance
- On-road and off-road facilities
- Toilets
- Infrastructure – paved shoulder, lanes
- Places to break
- Eating establishments
- Surface condition
- Bike fix-it shops
- Border crossing
- Points of interest / destinations
- Links to other municipalities
- Parking
- Bike Rental
- Accommodations
- GO Stations
- Hiking trails
- Golf courses
- Water stations



# Areas We Can Improve The Map

- Route clarity
  - *Paved, stone or mud-route, distance of trails*
  - *Off-road versus hiking trails*
- Cross promotional opportunities
  - *Accommodations, campsites, bike rentals, GO transit stops*
- Family friendly information
  - *Long term parking, child safe routes*
- Digital medium
  - *GPS coordinates, App*





# Active Transportation Sub-Committee

## Bicycle Map Update

Facilitation Session #2  
Thursday, May 23<sup>th</sup>, 2019



## Objective of Work Session #2

- Survey community needs
- Identify what map product(s) are needed to meet the needs of the users based on findings in Session #1
- Show / discuss maps that already exist in Niagara to ensure no duplication
- Propose work plan objectives that will be finalized for execution by the new ATSC.



# Thank-you