



# 2021 CYCLING MASTER PLAN



# Appendix A:

# Engagement

# Summary

An important component of the study process for developing the Oxford County Cycling Master Plan was consulting with County staff and Council, members of the public as well as the Municipal Staff and local stakeholders. A robust and diverse engagement strategy was essential in creating an interest throughout the County, building momentum for the plan, and increasing awareness of the benefits of implementing active transportation related facilities, routing and programming. The following sections provide a summary of the various groups that were consulted throughout the study process, the activities / initiatives undertaken and the feedback received.

## 1.1 Who Was Consulted

Consultation played a significant role in the process of developing the Cycling Master Plan. Four target audiences; the Oxford County Cycling Advisory Committee (OCCAC), The Internal Technical Advisory Committee (INTAC), External Technical Advisory Committee (EXTAC) and members of the public were identified early in the study process and specific consultation and engagement tools and tactics were selected for each. A description of the four audiences that were engaged as part of the study process are described below.

**OCCAC:** the committee includes representatives from across Oxford County who volunteer to support the various initiatives to support safer

cycling around Oxford, including representatives of local municipalities' cycling or active transportation advisory committees.

**INTAC:** representatives of technical agencies, County Staff and local municipal staff who have valuable insight into the needs of their communities.

**EXTAC:** includes representatives of technical agencies, local interest groups and local organizations. They have varying levels of technical understanding but typically are interested in aspects of civic growth and have specific issues that they are passionate about.

**Public:** the people who live, work and play within the County of Oxford. They have strong vested interest in the outcomes of planning initiatives as they relate to their quality of life, property values and municipal investment and are unique based on their lifestyle and geography.

**Indigenous Nations** were also notified of the project and provided with the opportunity to comment on the Plans recommendations.

Finally, the Plan was presented to **Oxford County Council**, who provided final approval for the directions and recommendations contained therein.

## 1.2 Engagement Activities

As detailed in the Master Plan document, the Cycling Master Plan was informed by numerous engagement activities. These included:

- **Two Online Surveys** – one using the Metroquest online platform, which collected responses from nearly 300 residents and one using the County's newly launched Speak Up Oxford Platform, which solicited 43 responses.
- **One Public Open House** – Hosted near the conclusion of Phase 2 to provide opportunities for comment on proposed routes, programs and priorities.
- **Two INTAC and EXTAC meetings** – refining recommendations and discussing phasing and priorities for the project.
- **Key Stakeholder Interviews with 13 stakeholders** – gathering in-depth information about the current state of cycling in Oxford County and setting future goals.
- **Outreach to Indigenous Nations** – to notify Nation of project initiation and completion and solicit feedback on any recommendations
- **County Council Presentation** – to present final recommendations and submit the Plan for adoption.

Materials from each Engagement Activity are presented here in this Summary, providing additional details to expand on the key themes of engagement activities outlined in the Master Plan report.



## NOTICE OF STUDY COMMENCEMENT

### Oxford County Cycling Master Plan

Oxford County is undertaking the development of a County-wide **Cycling Master Plan** to help enhance cycling initiatives previously undertaken by the County, identify opportunities for commute cycling, and provide on-road connectivity to local cycling and off-road trail networks. The County has retained WSP Canada Group Limited in partnership with Share the Road Cyclist Coalition to prepare the Cycling Master Plan.

#### The core objectives of the Cycling Master Plan are to:

- Enhance on-road connectivity between communities and area municipal cycling and trail networks by developing a continuous network of cycling routes on County Roads and trails which connect community areas of significance and key destinations aligning with provincial cycling initiatives such as the province-wide cycling network;
- Plan for multi-modal connections between cycling and public transit, car pool lots, and passenger rail service and identify commuter cycling routes to support travel by bike to and from work or other major trips; and,
- Support education and promote tourism opportunities to facilitate behaviour change within the community and create a stronger culture of cycling.

Public and stakeholder input will be critical when preparing the Cycling Master Plan. To inform the initial stages of the project we have launched an online engagement tool to better understand your cycling priorities, preferences, route ideas and design interests. You can access the project background information and the survey on the project webpage ([insert link](#)). The survey will be open until mid-July 2020 and the webpage will be updated with the latest information on the project, including opportunities to review documents and share your input.

Due to COVID-19 public health restrictions on public gatherings, opportunities for involvement will be available online, over the phone, or by mail; however, as public health directives evolve, in-person consultation sessions may be held.

Anyone who are interested in participating is encouraged to visit the project webpage ([insert link](#)), review the project information and provide your input to the team via the comment form or a phone call or email to the project team:

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## MEMO

**TO:** Jeff Axisa, Dillon Consulting  
**FROM:** Claire Basinski, WSP & Justin Jones, Share the Road  
**SUBJECT:** Oxford County CMP – Interview with Key Stakeholders & Best Practices Research Approach  
**DATE:** June 1, 2020

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### 1.0 APPROACH

To inform the completion of Task 5: Policies & Programs for the Oxford County Cycling Master Plan, the consultant team is proposing to undertake best practices research and interviews with key stakeholders. To achieve this, Share the Road Cycling Coalition, in partnership with WSP, is proposing to conduct telephone and online interviews with critical stakeholders who will have a role in the implementation of the Cycling Master Plan.

This proposed approach is being recommended to supplement the planned INTAC and EXTAC / SAG workshops which are anticipated to be held in Phase 1 of the CMP project and involves the scope of work planned in Tasks 5.4 through 5.7 in WSP's proposal to the County.

More specifically, the interviews are intended to be used to achieve the following objectives:

- To provide key stakeholders with an update on the work that has been completed to date and how their input will be used going forward;
- To identify best practices and lessons learned related to education, outreach, implementation and programming for comparable assignments completed by both upper and lower-tier municipalities;
- To discuss opportunities for coordination and collaboration between the stakeholder and the County and to confirm level of commitment and capacity for support;
- To identify shared resources that can be coordinated and delivered by the County for use in local municipalities to support cycling
- To gain buy-in from key stakeholders and partners in support of implementation of elements of the Cycling Master Plan and / or to continue to support the County in it's work going forward.

This memo provides an overview of the recommended approach that WSP intends to use to fulfill this project task including the recommended interviewees, suggested questions and the overall format for communication and documentation.

### 2.0 PROPOSED INTERVIEWEES

The interviewees will include a mix of County and municipal staff, technical agencies and select interest groups who have some form of jurisdiction over potential recommendations made through the Cycling Master Plan and staff from municipalities with a similar experience or geography from which Oxford County can learn from and / or partner with.

Each of these groups has a distinct role in the plan's development and, more importantly its implementation. It is important to review and confirm their level of understanding, commitment and capacity to support in the County's next steps. Based on initial discussions with County staff and past work with stakeholders a high level of interest for partnership and collaboration between these groups, area municipalities and Oxford County is desired. That said, there are still a number of coordination, collaboration and implementation challenges that need to be investigated and addressed in order to inform the development of future recommendations.



The following table provides an overview of the three groups.

	<b>County Staff and Committees</b>	<b>Technical Agencies and Interest Groups</b>	<b>Other Municipalities</b>
<b>Description</b>	Individuals who are employed by Oxford County – with representation from each department	Individuals who are employed by other technical agencies or interest groups within the area	Individuals who are employed or involved in other municipal cycling related initiatives
<b>Groups</b>	<ul style="list-style-type: none"> <li>- County staff – all departments</li> <li>- Cycling Committee</li> <li>- Trails Committee</li> <li>- Tourism Oxford</li> </ul>	<ul style="list-style-type: none"> <li>- Southwestern Public Health</li> <li>- RTO1</li> <li>- Downtown Woodstock BIA</li> <li>- Ingersoll BIA</li> <li>- OPP</li> <li>- Local Area Municipal Staff (Public Works or Recreation Directors)</li> <li>- Thames Valley District School Board</li> <li>- London District Catholic School Board</li> <li>- Tillsonburg BIA</li> <li>- Toyota Woodstock</li> <li>- CAMI Ingersoll</li> </ul>	<ul style="list-style-type: none"> <li>- Saugeen Shores</li> <li>- Essex County</li> <li>- Elgin County</li> </ul>

A copy of the contact list that has been prepared which has already been submitted to County staff for review, consideration and population. If there are any changes to the contacts that the Oxford County would like to identify, please let the consultant know via email or make the changes directly in the contact list document.

### 3.0 INTERVIEW FORMAT

As noted above, the intent will be for the interviews to be completed in three parts:

- A brief overview of the project purpose and objectives of the project including an update on the work completed to date.
- Interviews will be hosted by Share the Road and the questions will be asked sequentially.
- Interviewees will be given the opportunity to ask any questions of the interviewers.
- Final closing remarks and next steps will be noted.

The intent is for these interviews to be more of an informal conversation between colleagues as opposed to a formal session. The approach above provides structure to the session but Share the Road will ensure that the interviewees feel as though they are engaged and are driving their involvement. The same interview questions will



be asked of all interviewees with the purpose of fulfilling the objectives noted above. The following are draft questions that have been identified for the County's review and consideration.

- 1 What is your vision for the future of cycling in Oxford County? What would you say is the single most important aspect that the Cycling Master Plan should focus on in order to best realize that vision?
- 2 What are some of the existing programs or events in place to educate people in the County about cycling or encourage them to ride their bikes?
- 3 What types of programs would you like to see with regards to cycling education in Oxford County - for example, learn to ride courses, public awareness campaigns or active school travel planning?
- 4 What types of programs would you like to see in place to encourage residents and visitors alike to ride their bikes for utilitarian purposes more often in Oxford?
- 5 How do you see the County's role in supporting these programs (Go through each item they have listed)? How can other partners support these actions?
- 6 Are there actions you have listed that you would be willing to assist in moving forward in the very near term (i.e. within 18 months following the approval of this Plan?) What other supports would you need to bring that program to fruition?
- 7 Is there anything else you would like to add?

## 4.0 COMMUNICATION

The primary method of invitation and communication will be via email including an invitation to participate in a telephone / web video interview session. If requested by the invitee, an electronic version of the survey questions can be made available to gather their input. The first communication is anticipated to occur on Friday June 5<sup>th</sup>, 2020 with the follow-up reminder occurring on Friday June 12<sup>th</sup>, 2020. The following is a suggested text for the initial email invitation:

*As a key stakeholder within the County of Oxford, we would like to invite you to participate in a stakeholder interview to help in the development of the County's new Cycling Master Plan. The interviews will be focused on developing a stronger culture of cycling in Oxford through the deployment of new outreach and education programs. It is our goal to identify existing conditions and capacity within the community to ensure that the recommendations outlined within the final plan are community-supported and implementable.*

*We would like to schedule an interview with you in the coming weeks for you to provide your input about how Oxford can become a better place for people who ride bikes. Each interview should take between 30 and 60 minutes and will take place utilizing Zoom Teleconferencing technology. Interviews will be recorded to ensure that the project team is able to accurately capture the key points from every interview. Recordings will not be shared and will be deleted once key findings have been transcribed.*

*Please select a time here: <Doodle Link> for your interview. If desired, you are welcome to invite one additional representative from your agency or department to join you at the interview, but this is not required.*

*Thank you for your time;*

*Justin Jones*

*On Behalf of*

*The Oxford County Cycling Master Plan Project Team*



OXFORD COUNTY

# CYCLING MASTER PLAN



## EXTAC & SAG Workshop #1

August 21<sup>st</sup>, 2020  
1:00 PM – 4:00 PM

wsp

# Agenda

1. Welcome and introductions
2. Oxford County Cycling Master Plan (CMP) presentation
3. SWOT discussion
4. Network improvements
5. Wrap-up and next steps

# Purpose

- + Review and confirm the project vision and objectives;
- + Review the existing and previously proposed cycling network;
- + Present findings and preliminary recommendations related to policies and programs; and
- + Provide an overview of next steps.

# Outline

1. CMP Approach
2. Policy
3. Program
4. Network
5. Engagement
6. Next Steps



# Cycling Master Plan approach

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# Cycling Master Plan purpose

## The CMP will...

- + Build on County and local plans
- + Provide a blueprint for future planning
- + Align with accepted guidelines
- + Provide an implementation tool
- + Provide long-term policy guidance
- + Assist with programs and partnerships

## With the goals of...

- + Improving cycling safety
- + Improved connectivity
- + Addressing cycling barriers
- + Improving cycling culture
- + Address all ages and abilities

# Process

## Phase 1

### Establish Foundations

- + Establish vision and objectives
- + Confirm existing conditions
- + Assess policies and programs
- + Identify potential improvements

**April 2020**

## Phase 2

### Develop the Network

- + Confirm cycling routes
- + Identify preferred facility types
- + Identify costing considerations
- + Prepare design guidelines

## Phase 3

### Documentation

- + Prepare implementation plan
- + Develop phase reporting and master plan report

**December 2020**

# The future of cycling

## Why a vision...

Plans such as a cycling master plan are developed based on a long-term vision which ideally is supported by staff, decision makers, partners and the community.

## A vision should...

- + Articulate the aspirations
- + Reflect community priorities
- + Consider future trends
- + Be articulated through objectives
- + Be quantitative and qualitative
- + Be dynamic and flexible

# Future oxford highlights...

“A vibrant, prosperous, and responsible oxford for all”



Economy	Community	Environment
+ 1iiA – grow the sustainable economy	+ 1ib – accessible transportation options + 1iE – engagement in decisions affecting the public good + 1iiB – community dialogue on sustainability issues	+ 3iB – move away from fossil fuels and enhance low carbon transportation



**56. Develop a network of bike lanes throughout oxford including physically separated trails where feasible, paved shoulder and bike stands.**



# Aligning with adopted plans...

## Trails master plan...

Adopted in **2014**

- + Off-road trail focused
- + Strategic on-road improvements
- + Improve quality of life and tourism
- + Connectivity driven
- + Reflective of urban and rural mix

## Transportation master plan...

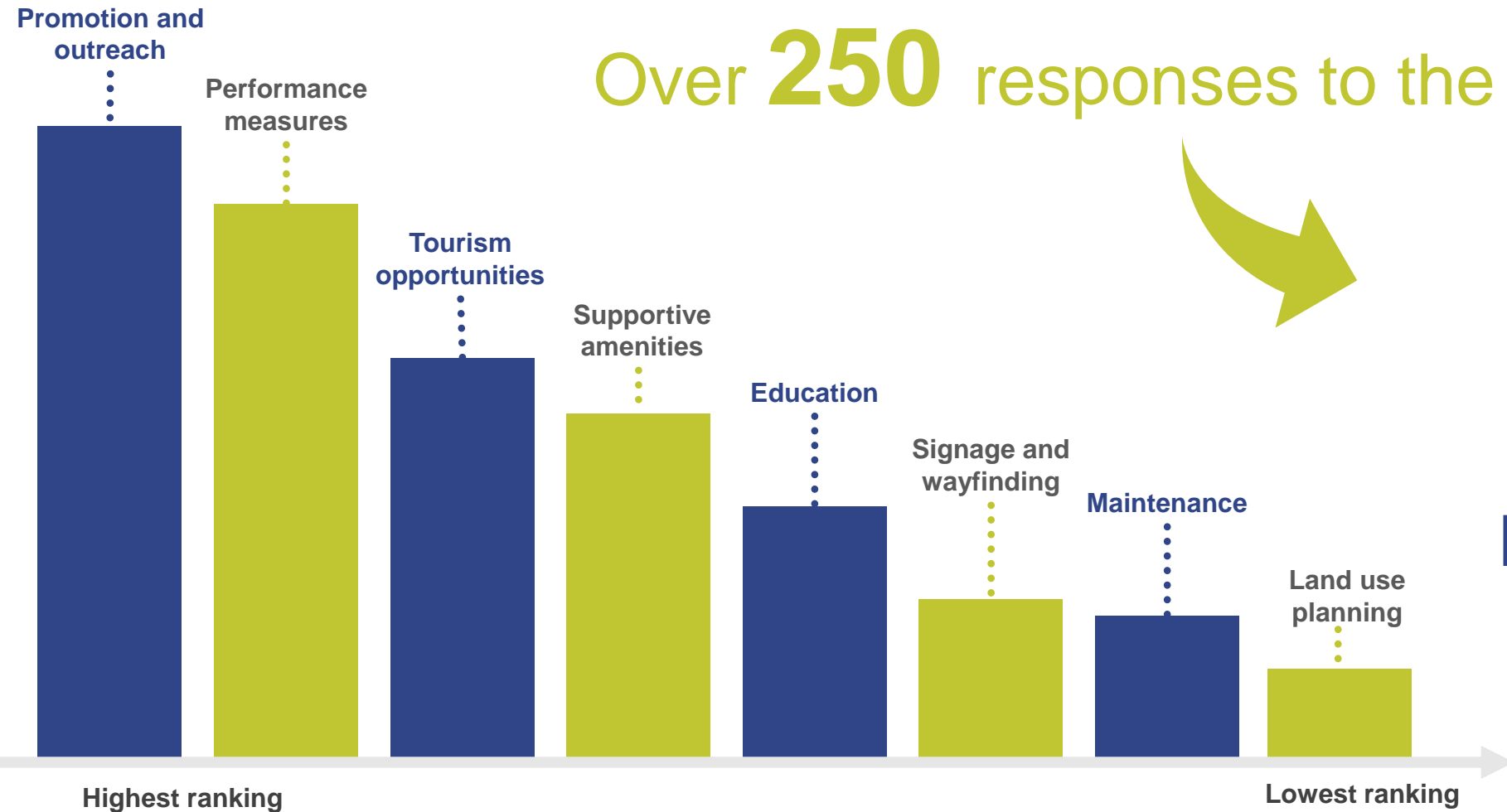
Adopted in **2017**

- + Focus on sustainable transportation
- + Reference to multi-modal options
- + Quality of life focused
- + Moving people and goods
- + Recommendation of cycling plan

**Cycling plan complements the trails plan  
and is a result of the transportation plan**

# Community priorities...

Over **250** responses to the online survey!



- Safety**
- Education & enforcement
- Rest areas
- Amenities**
- Trail connections
- Dedicated facilities**
- Awareness
- Designated routes**
- Secure

# A cycling vision for oxford...

**Oxford County is a cycling destination that provides safe and comfortable options for people of all ages and abilities**

## **Economy**

Cycling is a sustainable mode of transportation which contributes to the economic viability and sustainability of the County and helps to stimulate investment and growth.

## **Community**

Cycling is part of the culture of Oxford which is created through effective communication and engagement. Major communities and larger hubs within and outside of oxford or accessible by bike for both recreational and commuting purposes.

## **Environment**

Cycling is integrated and enhanced by equitable and accessible programs and initiatives which is encouraged through partnerships, programs and incentives and part of a wider transportation demand management strategy.

# Interactive Activity #1



# Policy context and considerations

# Policy context

*In 2019 Southwestern Public Health prepared a policy review regarding climate change and equity. It provides additional context information about the role of policy.*

Provincial statues and policies

## Foundational with critical directions

Example: The Planning Act, Provincial Policy Statement (2020), AODA, Ontario Trails Strategy, #CycleON Action Plan

County plans and policies

## High-level direction at county and local level

Example: Oxford County Transportation Master Plan  
Oxford County Cycling Master Plan, and Oxford County Trails Master Plan



Local by-laws and plans

## For implementation and consideration

Example: area municipal zoning by-laws and area municipal cycling / active transportation plans

# County policy assessment

## Oxford County Official Plan

**Level of Support:**

Moderate

**Approach:**

integrated throughout with  
CMP recommendation

Functional  
Plan

## Transportation Master Plan Trails Master Plan

**Level of Support:**

High

**Approach:**

integrated with specific  
references made

Supporting  
plans

## Future Oxford 100% Renewable Energy Plan

**Level of Support:**

Low to Moderate

**Approach:**

High-level visionary guidance  
with similar priorities

The plans and policies in Oxford County  
**provide sufficient support for cycling**  
across all applicable levels.

# Emerging themes



**Equity...** residents are provided with the fair opportunity to reach their fullest potential.



**Aging Population...** where seniors will comprise an increasing portion of residents and benefit from low-impact exercise.



**Climate Change...** a change in global or regional climate patterns, caused by increased levels of atmospheric carbon dioxide produced by fossil fuels.



**AT Oriented Development...** maximizes the amount of residential, commercial, employment, and recreational space for sustainable modes and reduces trip length.



**Micro-Mobility...** use of small scale devices (such as e-bikes, e-scooters, and mopeds) to address key mobility gaps within a transportation network.



# Preliminary recommendations

## Options...

### 1. Visioning

Motherhood statements which establish overarching ambitions.

### 2. Dedicated Section

Cycling specific section with policy directions.

### 3. Integrated Policy

The use of the term cycling throughout.

## Policy Considerations...

- + Introducing planning principles as they relate to cycling and emerging themes.
- + Updates to Section 5.1.4 to address CMP recommendations.
- + Reviewing the Official Plan through the lens of the CMP and incorporate appropriate wording and schedules.
- + Provide greater support for localized initiatives.

- + Meaningful connections between transit routes / stops and cycling through active transportation (and transit) oriented development.
- + Possible implications of micro-mobility including regulations, by-laws (e.g., parking, trail use by-laws), and policies.
- + Guidance on amenities e.g. parking and rest areas in site plan.

# Program context and considerations



# Assessing Existing Programs

## County programs...

- + Oxford County Injury Prevention Team
- + Tourism Oxford Promotions
- + Cheese Route
- + Southwestern Public Health's public awareness campaign resources
- + County Cycling Committee

**8 interviews** with **12** Oxford  
County **stakeholders**

## Local programs...

- + Ingersoll Family Bike Day and Bike Month
- + ReCycle Cycles in Ingersoll
- + Cycling Plan in Woodstock
- + Local Cycling Committee in Ingersoll

**3 upper-tier  
municipalities** examined for  
best practices

# Strengths, Weaknesses & Threats

## Strengths...

- + Engaged volunteers dedicated to cycling all around the County
- + Strong avenues of communication
- + Local leadership among municipalities creating support for cycling

## Weaknesses...

- + Lack of education and awareness among people driving and cycling
- + Lack of connectivity and safe routes
- + Minimal bike parking capacity
- + Cycling Committee needs additional support internally

## Threats...

- + No existing history of County investments in Trails
- + Over-reliance on volunteers
- + Uncertain Southwestern Public Health capacity post COVID

# Opportunities

## Infrastructure...

- + Ensure route consistency across boundaries
- + Create priority bike routes on constrained corridors
- + Expand bike parking capacity
- + Create Trails Connecting Communities Fund

## Scaling up...

- + Tourism Marketing and message development for local cycling and stay-cations
- + Expand ReCycle Cycles across the County
- + Create Family Bike Day Toolkit

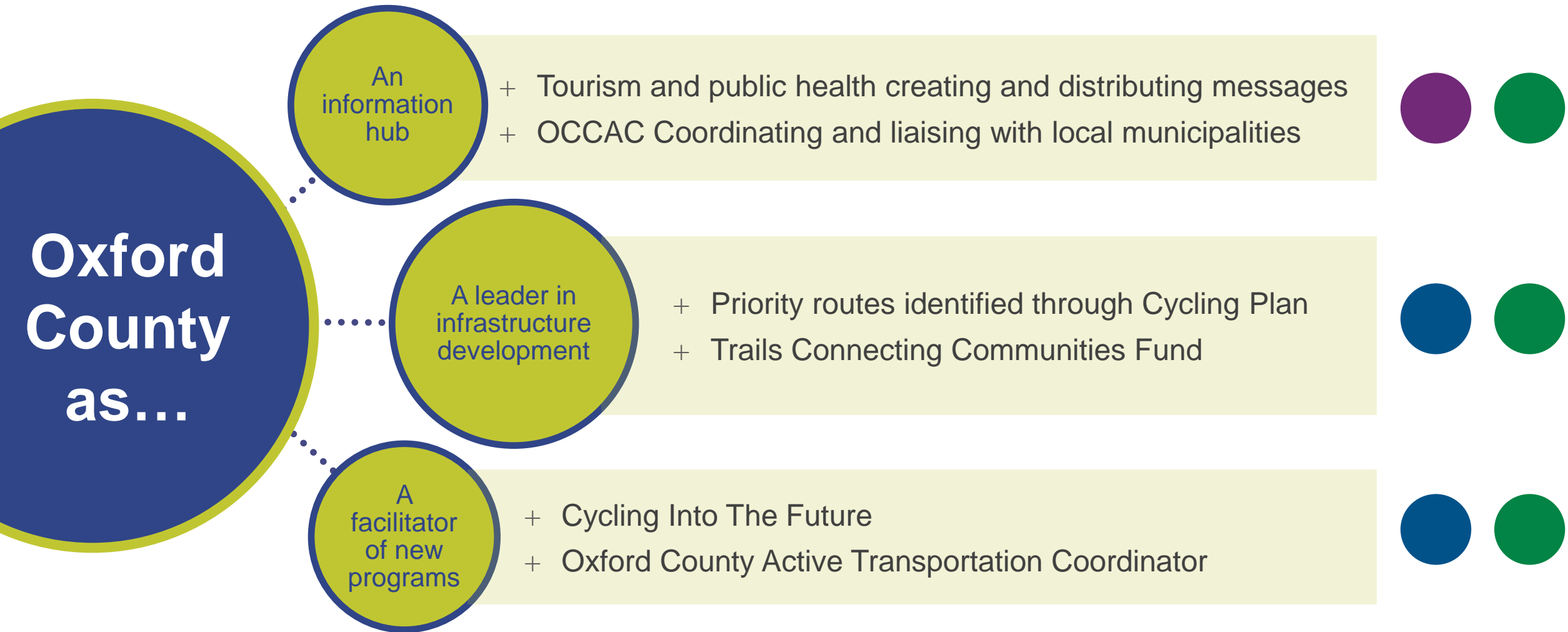
## Youth focus...

- + Introduce Cycling Into the Future into Oxford County
- + Expand resources for Active School Travel

## Internal support...

- + Empower Committee with additional budget and staff resources
- + Deliver community rides
- + Deliver Commercial Driver Training
- + Conduct county-wide survey on cycling
- + Create part-time AT/Cycling Coordinator

# Preliminary recommendations



# Interactive Activity #2

# Network context and considerations

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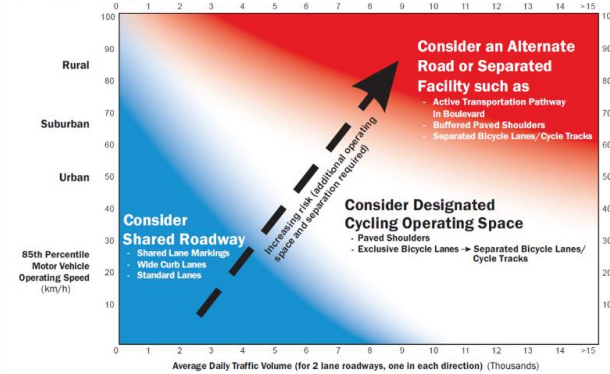


# What has changed?

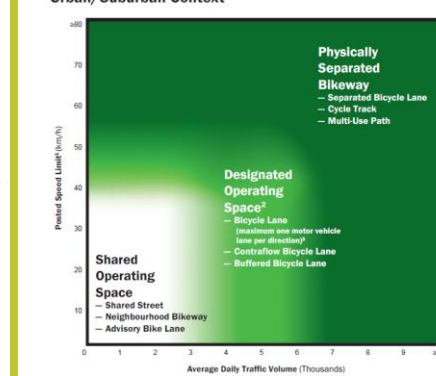
The selection process and tools build upon the “AAA” approach and philosophy by:

- + Nomograph to provide guidance on the appropriate types of cycling facilities for different contexts.
- + Improved clarity of facility selection validation and recommended documentation process.
- + All ages and abilities facility selection is context driven.

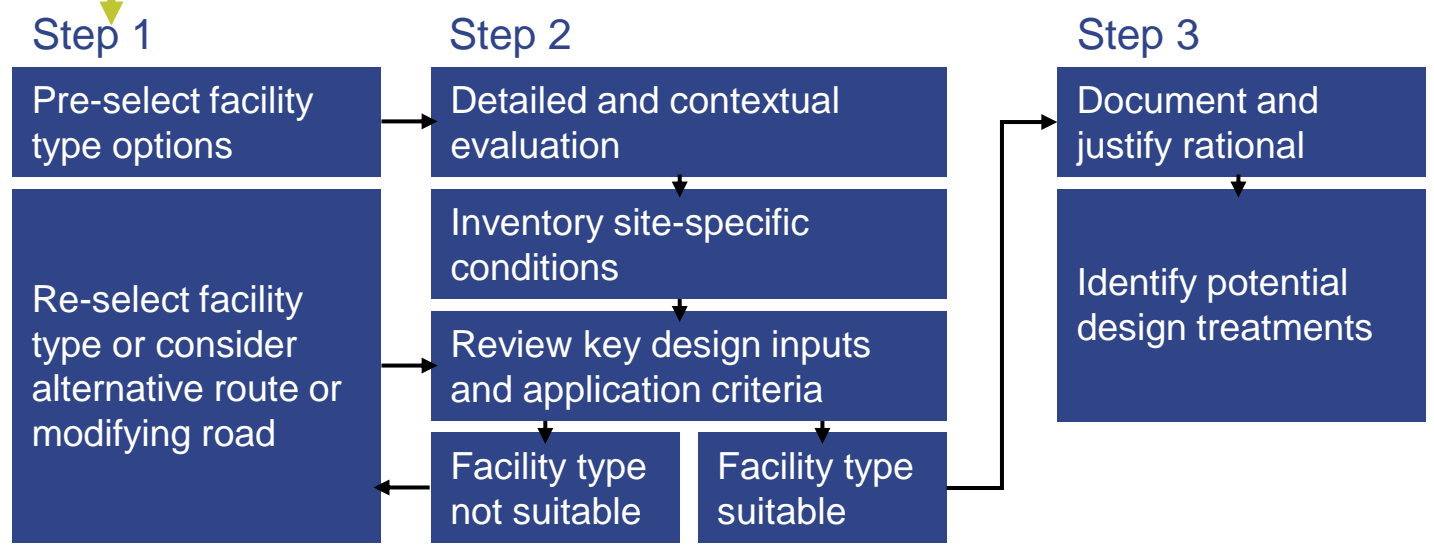
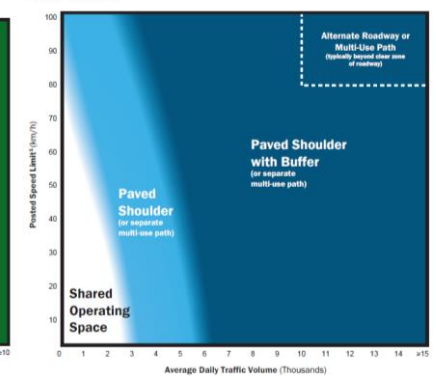
Desirable Cycling Facility Pre-selection Nomograph



Desirable Cycling Facility Pre-Selection Nomograph Urban/Suburban Context



Desirable Cycling Facility Pre-Selection Nomograph Rural Context<sup>1</sup>



# Defining the users



## Vulnerable cyclists



Someone who wants a traffic-safe environment, where they are not passed by other traffic and even other cyclists. Infrastructure must be forgiving. They include children, elderly and disabled peoples.

## Recreational cyclists



Someone cycling for the enjoyment of being on their bike and with others, stopping commonly for food, coffee or at other attractions.

## Everyday cyclists



Someone trying to get to work or school taking a direct route or wishing to continue cycling undisturbed wanting to stop as rarely as possible.

## Attentive cyclists



Someone who wants to be able to cycle safely, understands the traffic rules well and also wants to follow them. They want good sign posting and clear intersections.

## Sport cyclists



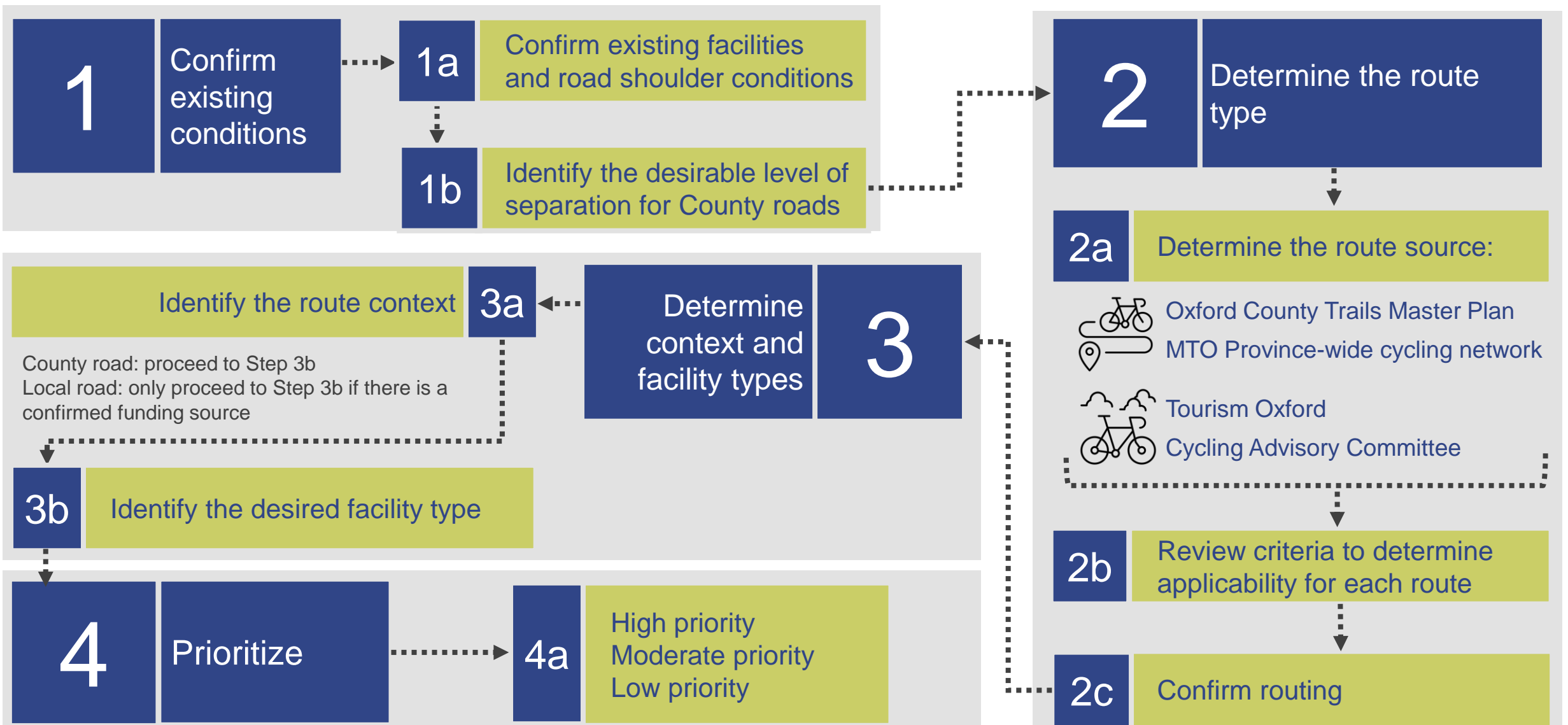
Someone cycling for sport, including mountain bikers, road racers and others. They tend to cycle in laps or groups for long distances moving very quickly which can lead to conflict with all other road users.

### Preferred Level of Separation

High level of separation

Low level of separation

# Network approach



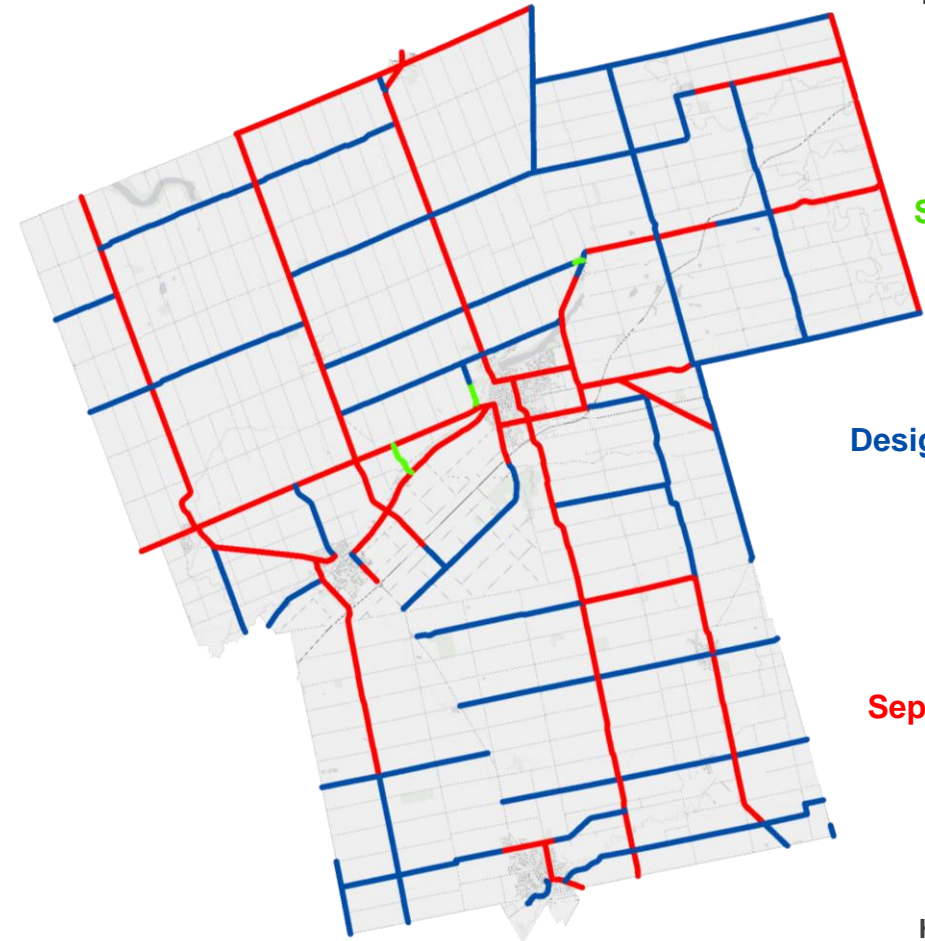
# Step 1 outcomes

## Existing Shoulder conditions



- No shoulder
- Partial gravel shoulder
- Full gravel shoulder
- Partial paved shoulder and gravel shoulder
- Paved shoulder
- Urban shoulder
- Bike lane

## Level of separation





- Low volume and speeds
- Shared
- Designated
- Separated
- High volume and speeds



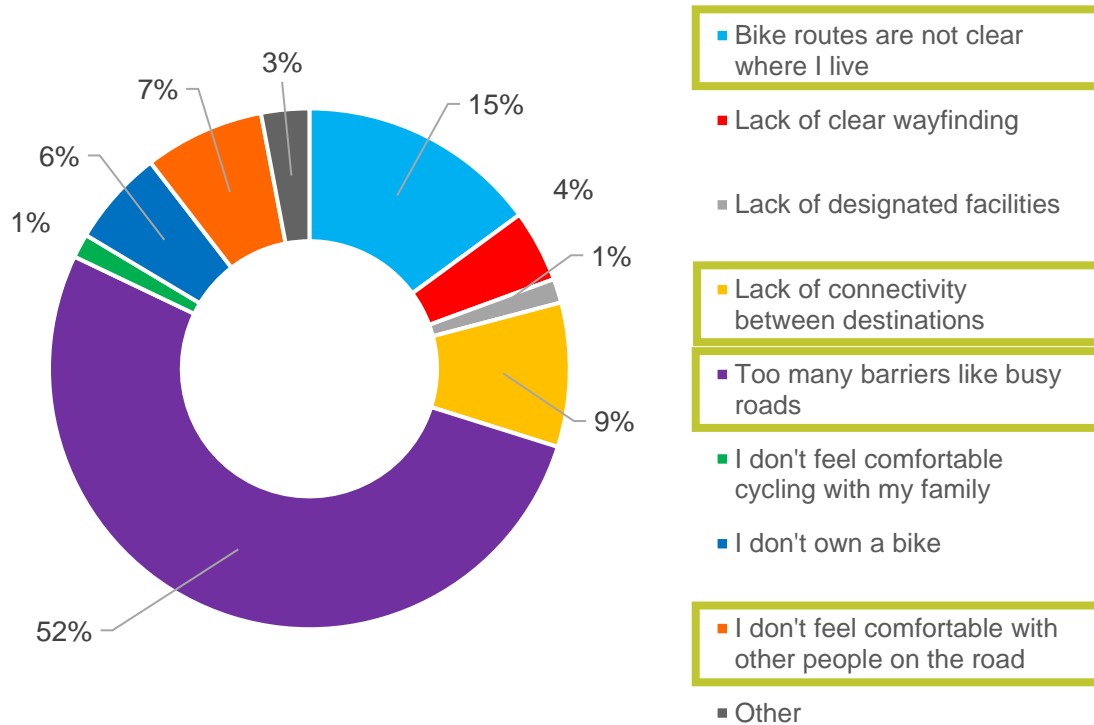
# Criteria and assumptions

The **criteria are not meant to be prescriptive**, more as a point of reference to compare routing.

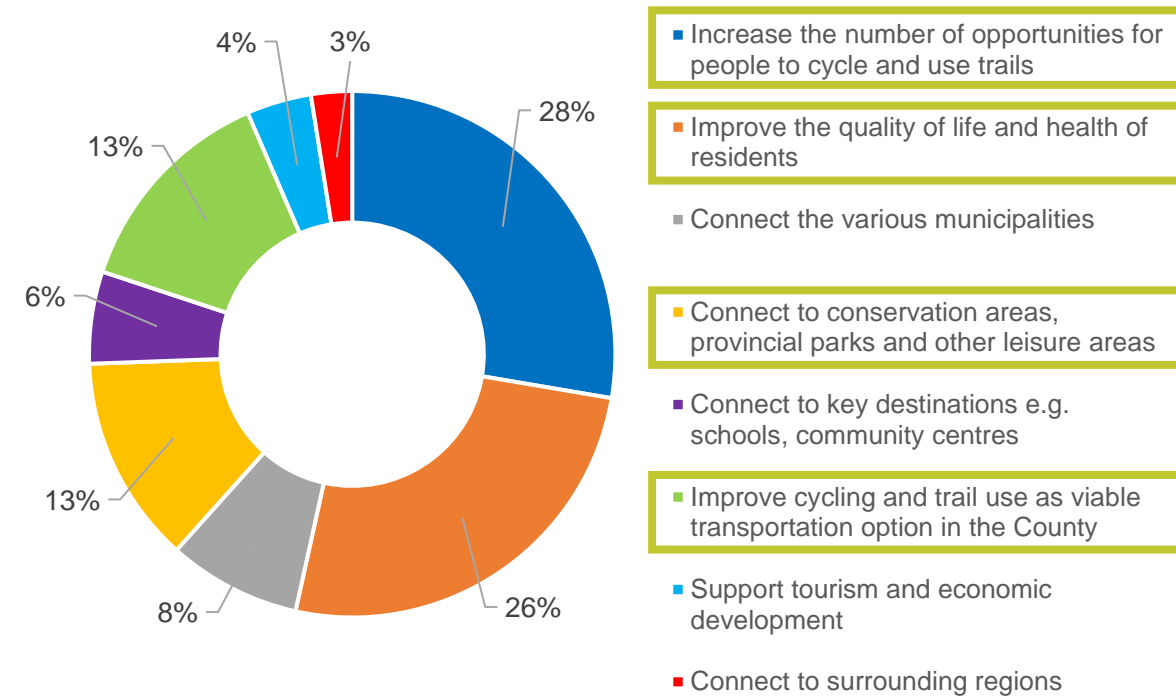
	Facilities	Access	Destinations	Users	Demand
	Designated or separated facilities	Within 5 to 10 kilometres of built-up areas	Community hubs Employment areas Weekday errands	Everyday cyclists Attentive cyclists Vulnerable cyclists	Weekday high demand routes
	Shared facilities (focus on signage and wayfinding)	Rural focus and connections to surrounding areas	Weekend activities Major trails Natural areas Restaurants Entertainment	Sport cyclists Recreational cyclists Vulnerable cyclists	Weekend / off-peak high demand routes
<b>HOW...</b>	<b>OTM Book 18 – 3 step facility selection approach</b>	<b>Mapping of catchment areas within County</b>	<b>Identification of destination locations and types</b>	<b>Public input and mapping of facilities</b>	<b>Strava heat mapping</b>

# Input Considerations

## Reasons not to cycle...



## Reasons to cycle...



# Input Considerations

498 pins

57

## Barrier markers

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- + Dangerous highway crossings
- + No shoulders

122

## Destinations markers

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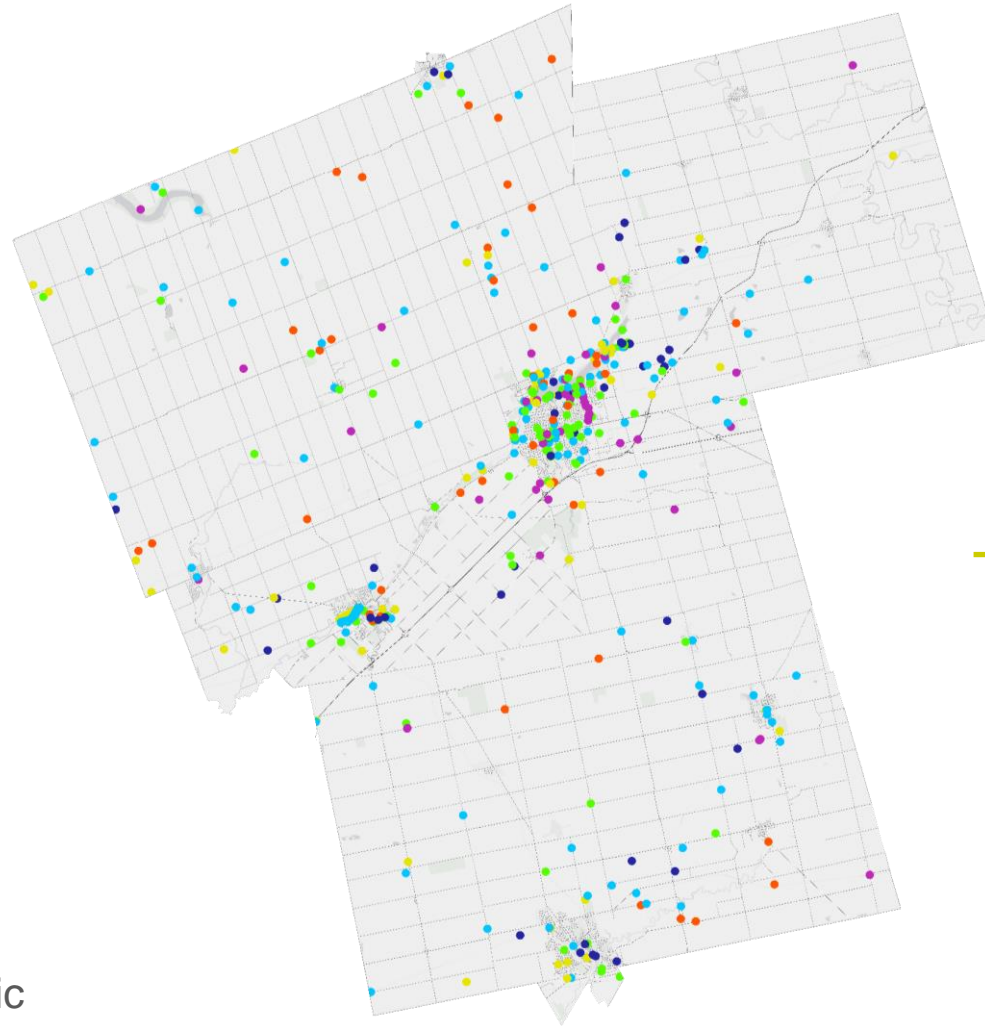
- + Conservation Areas, trails
- + Local shops, libraries, family

50

## Existing route markers

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- + Existing trails
- + Quiet roads with less vehicular traffic



155

## Improvement markers

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- + Paved shoulders needed
- + Interest to pave gravel roads

67

## Missing link markers

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- + Missing routes to existing trails
- + Missing links between communities

47

## Other comment markers

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- + Unsafe routes for cyclists
- + Need for amenities



# Demand Considerations



## Considering Strava data is subjective:

- + Highest use is identified within and on the periphery of Conservation Areas (Wildwood and Pittock) and urban areas (Woodstock, Ingersoll and Tillsonburg).
- + Rural long-distance cycling to municipal centres and surrounding areas is frequent. Examples include:
  - + Beachville Road between Woodstock and Ingersoll
  - + Road 74 / County Road 17, County Road 28 and Road 92 going west into the City of London and Fanshawe Conservation Area.

Low frequency

High frequency

# Interactive Activity #3

# What's next?

## Next steps

- + Document input received from workshop sessions and public engagement.
- + Prepare phase 1 report and submit to County.
- + Proceed with network development process (phase 2).

## Staying in touch

**Teresa Fediw (Oxford County)**  
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**Claire Basinski (WSP)**  
519.904.1737  
[claire.Basinski@wsp.com](mailto:claire.Basinski@wsp.com)

# CYCLING MASTER PLAN



## INTAC Workshop #2

November 5<sup>th</sup>, 2020  
1:00 PM – 3:00 PM



# Agenda

1. Welcome and introductions
2. Oxford County Cycling Master Plan (CMP) presentation
3. Network Review and Confirmation
4. Wrap-up and next steps

# Purpose

- + Inform INTAC members of the work completed to date;
- + Gather additional input on the Phase 1 Report (if applicable);
- + Present and gather input on the approach and outcomes of Phase 2 of the project specifically focusing on the cycling network; and
- + Identify and confirm preliminary phasing and priorities.

# Outline

1. CMP Approach and update
2. Network Approach
3. Proposed Cycling Network and Priorities
4. Costing & Implementation
5. Next Steps

*The work completed to date covers all of the tasks identified within the second phase of the project culminating in the development of the Phase 2 Report (November 2020).*

*The intent is to use this slide deck as the basis for the EXTAC meeting being held on November 12<sup>th</sup>, 2020.*

# Cycling Master Plan purpose

## The CMP will...

- + Build on County and local plans
- + Provide a blueprint for future planning
- + Align with accepted guidelines
- + Provide an implementation tool for municipal staff
- + Provide long-term policy guidance
- + Assist with programs and partnerships

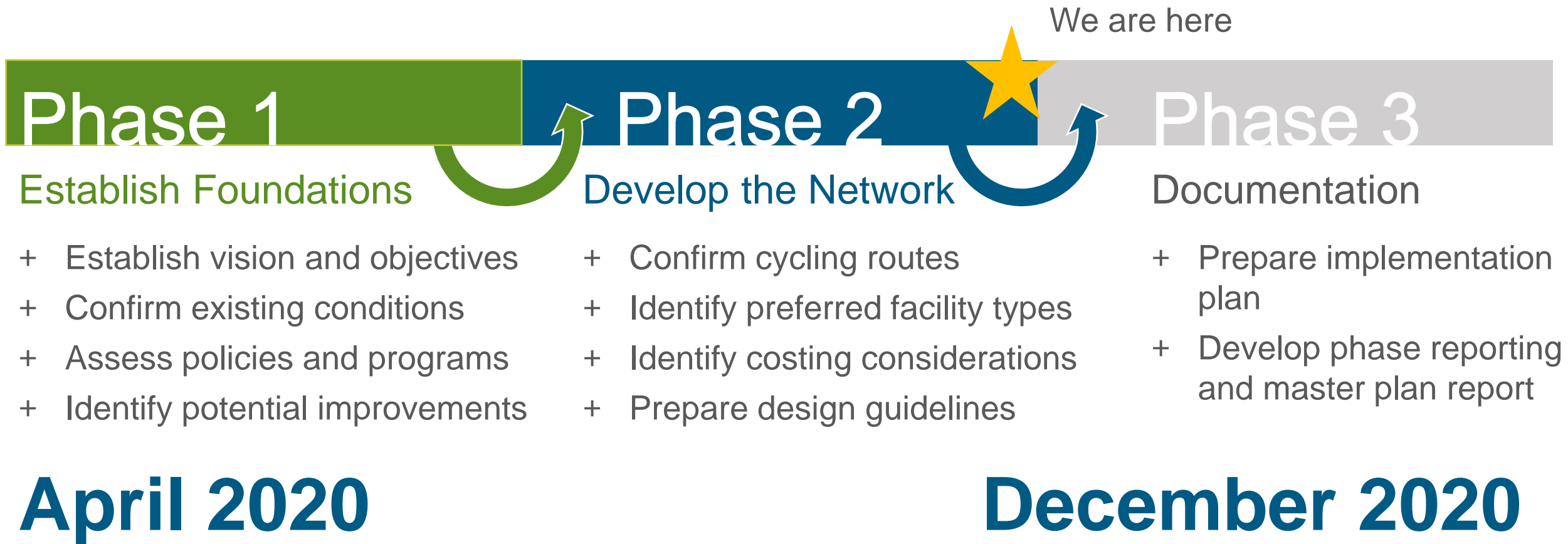
## With the goals of...

- + Improving cycling safety and connectivity
- + Addressing cycling barriers with realistic solutions
- + Improving cycling culture and making it fun
- + Thinking of people of all ages and abilities



# Process

*Developed to fulfill Phases 1 and 2 of the MCEA master plan approach*



# Phase 1 input received...

## INTAC Meeting

- + Align with other County projects
- + Connect to surrounding municipalities (collaboration with Tourism Oxford and other key stakeholders).
- + CMP vision and objectives should align with wider strategic priorities.
- + Address relevance of emerging transportation trends e.g. electrically-assisted mobility, including e-bikes.
- + Ensure realistic implementation solutions.

## EXTAC / SAC Meeting

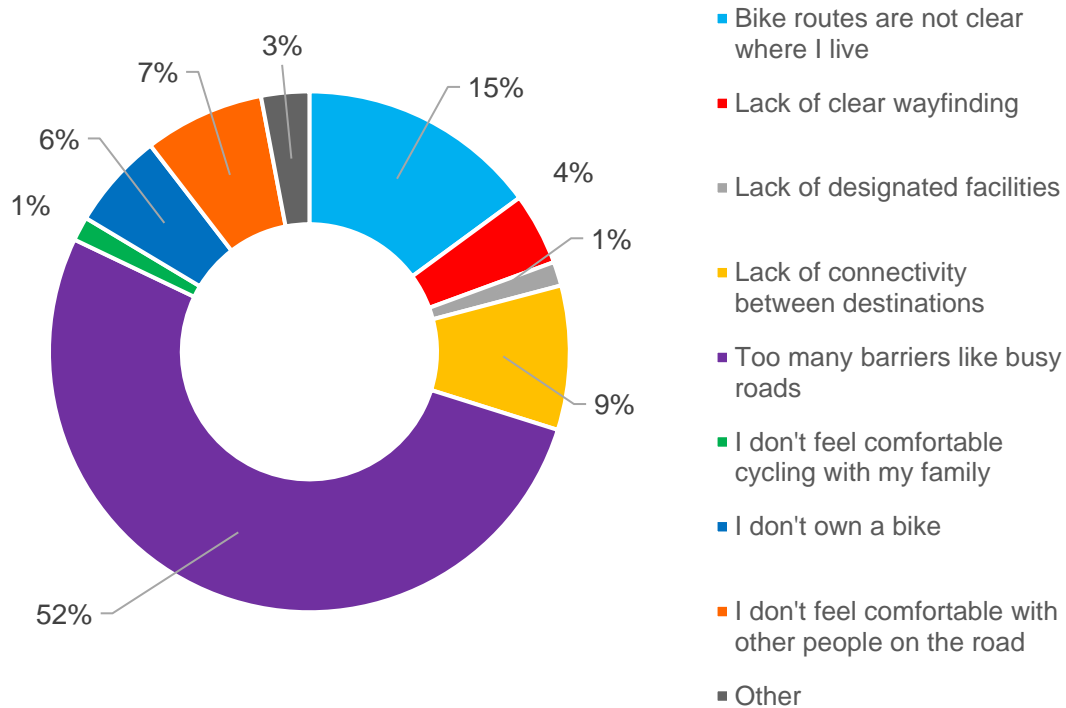
- + Collaboration with local corporate entities (i.e. Toyota) as possible partners CMP recommendations.
- + Consult with community cycling groups for feedback when developing the cycling network.
- + Long distances and cycling demand are key challenges to improving cycling connectivity between communities.
- + Dedicated support for funding and implementation.

## Staff & Public Input.

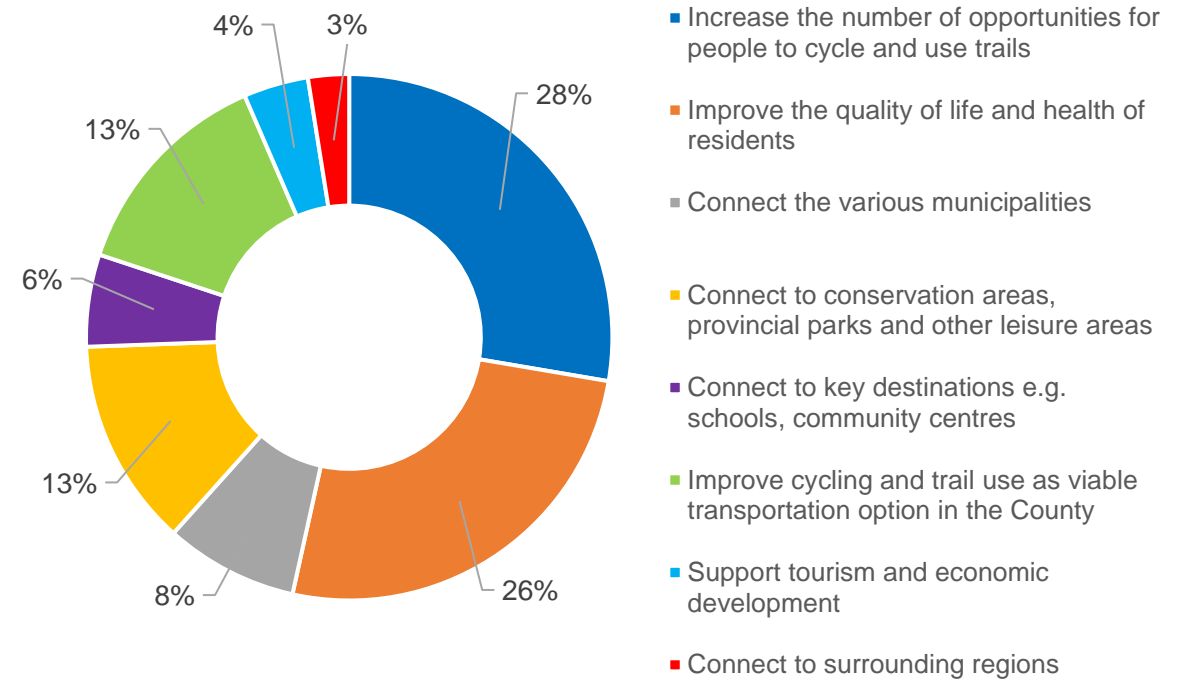
- + Focus on identifying a defined network of cycling routes and facilities.
- + Provide meaningful improvements i.e. separation to encourage cycling.
- + Provide opportunities for cycling for all ages and abilities.
- + Align with wider capital projects and focus on coordination with local area municipalities.

# Identification of preferences

## Top reasons people do not cycle in Oxford County:



## Why should Oxford County improve cycling?



# Network improvements

498 pins

57

## Barrier markers

---

- + Dangerous highway crossings
- + No shoulders

122

## Destinations markers

---

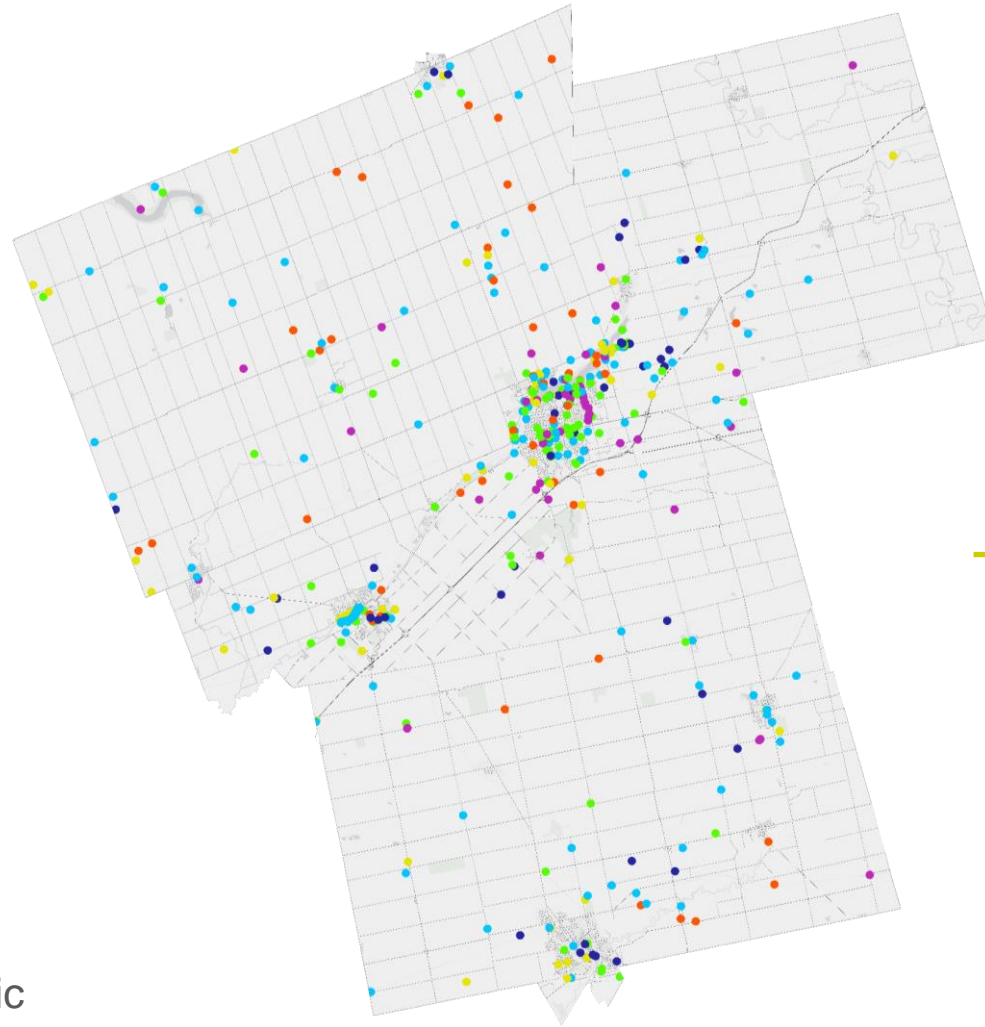
- + Conservation Areas, trails
- + Local shops, libraries, family

50

## Existing route markers

---

- + Existing trails
- + Quiet roads with less vehicular traffic



155

## Improvement markers

---

- + Paved shoulders needed
- + Interest to pave gravel roads

67

## Missing link markers

---

- + Missing routes to existing trails
- + Missing links between communities

47

## Other comment markers

---

- + Unsafe routes for cyclists
- + Need for amenities

# A cycling vision for oxford...

**Oxford County is a cycling destination that provides safe and comfortable options for people of all ages and abilities**

## **Economy**

Cycling is a sustainable mode of transportation which contributes to the economic viability and sustainability of the County and helps to stimulate investment and growth.

## **Community**

Cycling is part of the culture of Oxford which is created through effective communication and engagement. Major communities and larger hubs within and outside of oxford or accessible by bike for both recreational and commuting purposes.

## **Environment**

Cycling is integrated and enhanced by equitable and accessible programs and initiatives which is encouraged through partnerships, programs and incentives and part of a wider transportation demand management strategy.

# Network assumptions

- + The network focuses on County Roads and multi-use trails
- + Routes were evaluated based on two key criteria – connectivity and access as well as feasibility. Routes do not always represent a 50/50 split for the criteria and reflect locations where some trade-offs needs to be made.
- + A primary system of north-south and east-west routes is identified to facilitate utilitarian connections between the County's urban / built-up areas. Routes located on County roads which form part of the MTO Province-wide Cycling Network and / or identified in the County's Trails Master Plan (inclusive of The Great Trail), will form part of the primary system.
- + The primary system will be complemented by a set of secondary and tertiary routes which provide additional connectivity and continuity between major community destinations for primarily recreational purposes.
- + The Oxford County cycling network focuses on separated and designated facility improvements which are completed by Tourism Oxford or County-led wayfinding and signage.
- + The primary, secondary and tertiary routes make up a cycling network hierarchy which is intended to be used to inform implementation.

# Network approach





# Step 1a: existing routing

MTO Province-wide  
Cycling Network

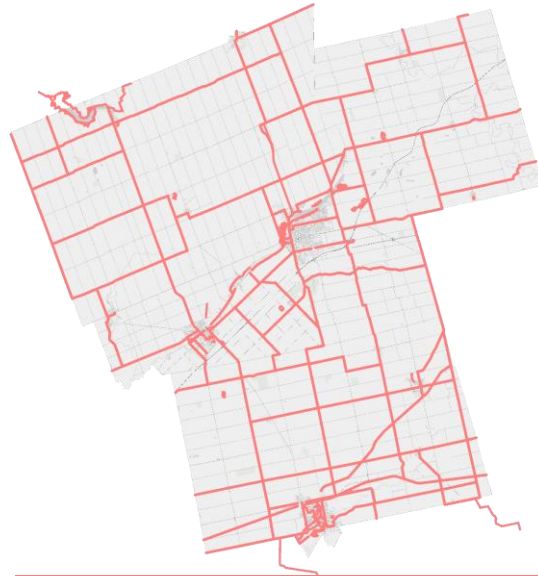


38 km County roads  
20 km Local roads / Other

Facilitates inter- regional connectivity and access to communities within the Province.

Primary Connections

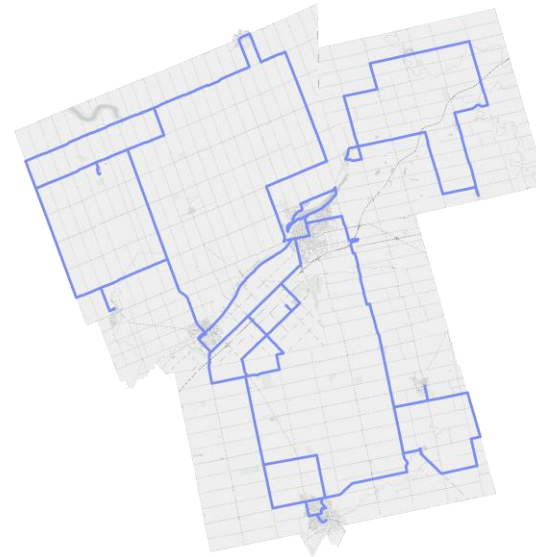
Oxford County  
Trails Master Plan (2014)



289 km County roads  
458 km Local roads / Other

Connects to communities, built-up areas and trail destinations within Oxford County.

Tourism Oxford  
Cycling Routes

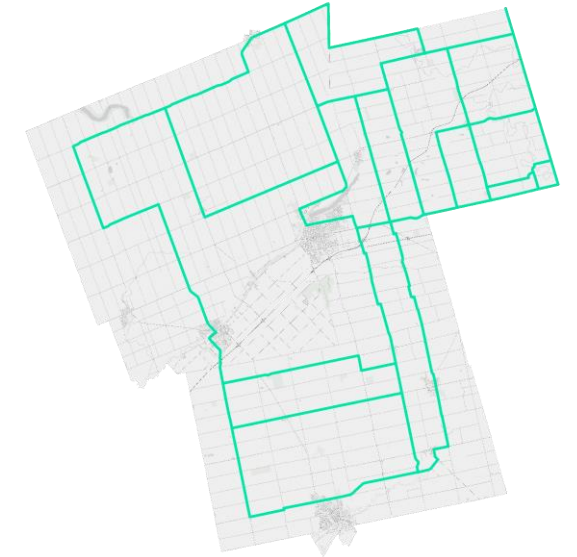


145 km County roads  
255 km Local roads / Other

Promoted by Tourism Oxford - minimal road improvements have been implemented.

Secondary / Tertiary Connections

Routes identified by the  
Cycling Advisory Committee



291 km County roads  
127 km Local roads / Other

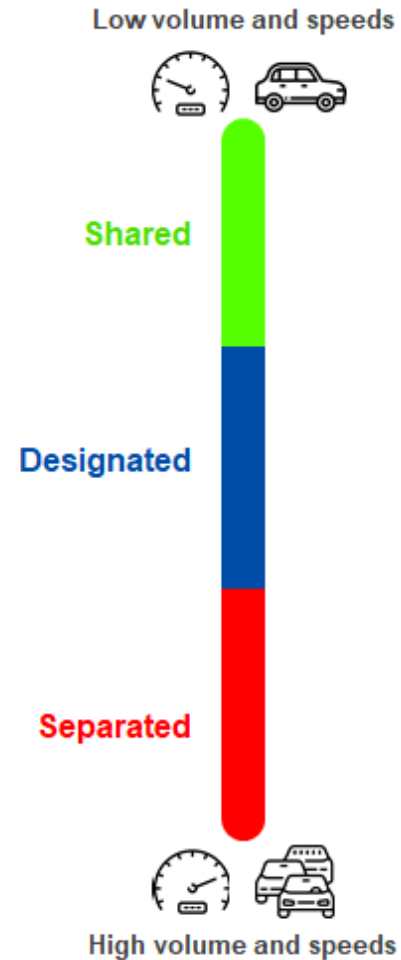
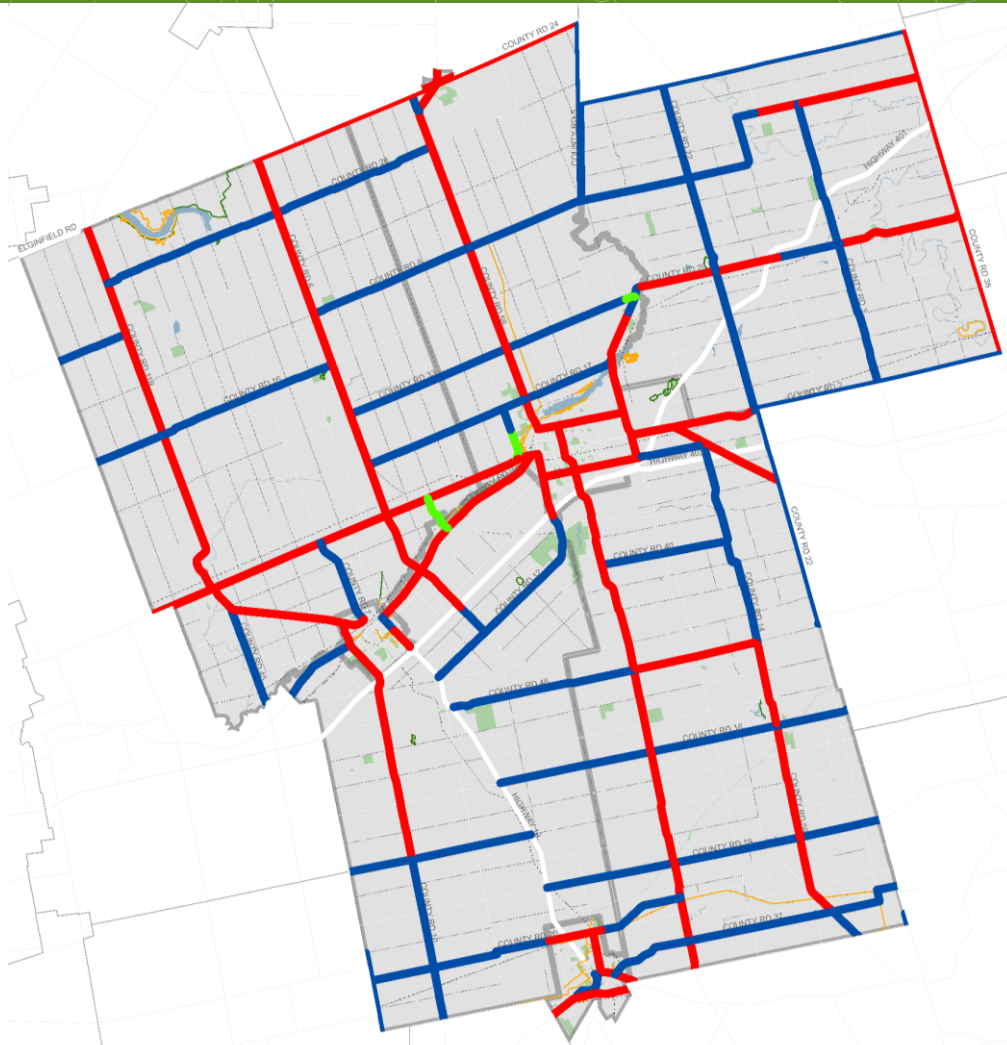
Identified by the County's Cycling Advisory Committee as desirable routes for cycling.

# Step 1a: existing shoulder conditions



Existing Conditions	KM	Cycling Potential
No Shoulder	56.7	Signed Bike Route
Narrow Gravel Shoulder	154.1	Signed Bike Route
Full Gravel Shoulder	234.2	Signed Bike Route/ Paved Shoulder
Partial Paved, Full Gravel Shoulder	202.2	Paved Shoulder/Buffered Paved Shoulder
Paved Shoulder	6.3	Buffered Paved Shoulder
Urban Shoulder	23.5	Bike Lane/Buffered Bike Lane
Bike Lane	3.7	Buffered Bike Lane

# Step 1b: level of separation needs



The proposed level of separation is determined based on the OTM Book 18 nomograph, taking **vehicular volumes** and the **posted speed limit** into consideration.

# Step 2a: criteria overview

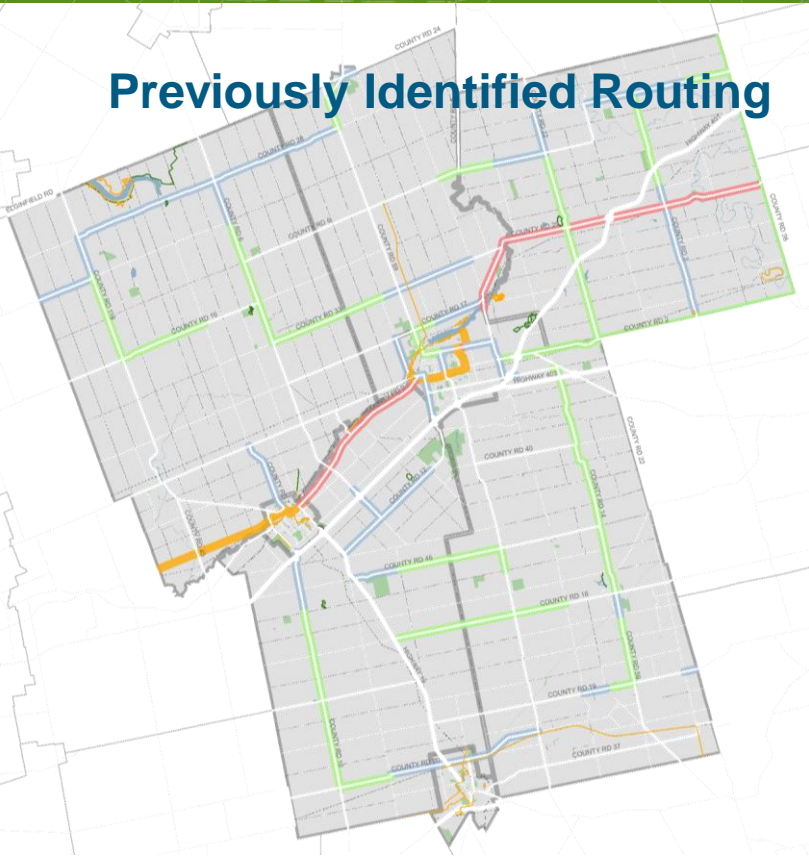
Criteria are not meant to be prescriptive, more as a point of reference to compare and refine routing.

Hierarchy	Facilities	Access	Destinations	Users	Demand
<b>Primary System</b>	Separated facilities & off-road trails	Core north-south, east-west linkages within the County	Major settlement areas Community hubs Employment areas Weekday errands	Everyday cyclists Attentive cyclists Vulnerable cyclists	Weekday high demand routes
<b>Secondary &amp; Tertiary System</b>	Separated & designated facilities (shared facilities where appropriate based on OTM Book 18 guidance)	Rural focus and connections to the Primary and Secondary systems	Weekend activities Smaller settlement areas Major trails Natural areas	Sport cyclists Recreational cyclists	Weekend / off-peak high demand routes



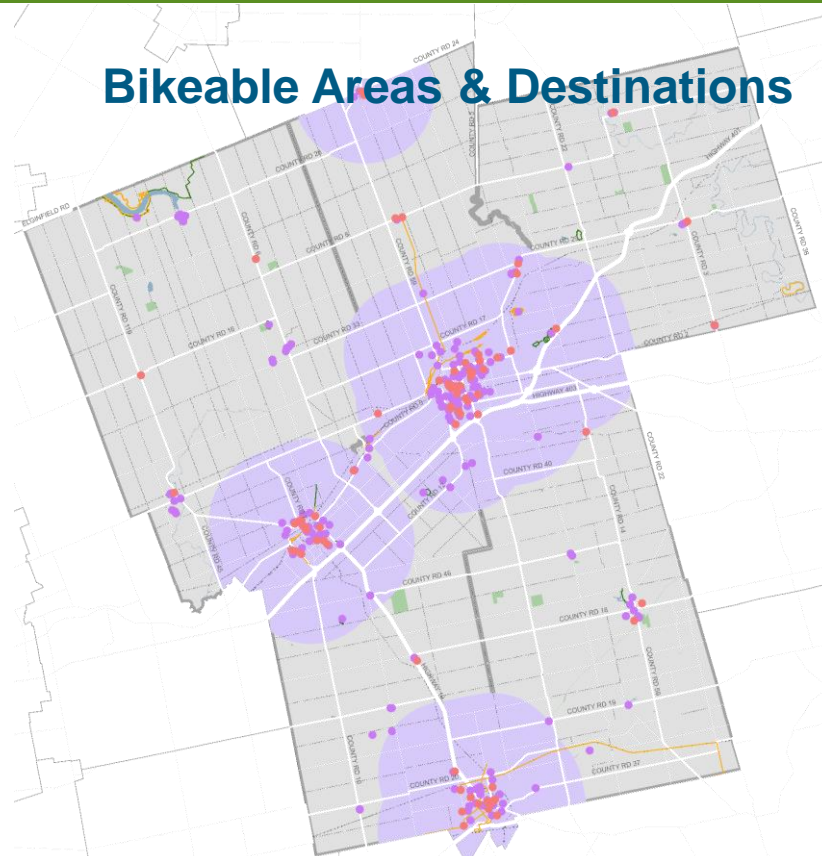
# Step 2a: criteria application

## Previously Identified Routing



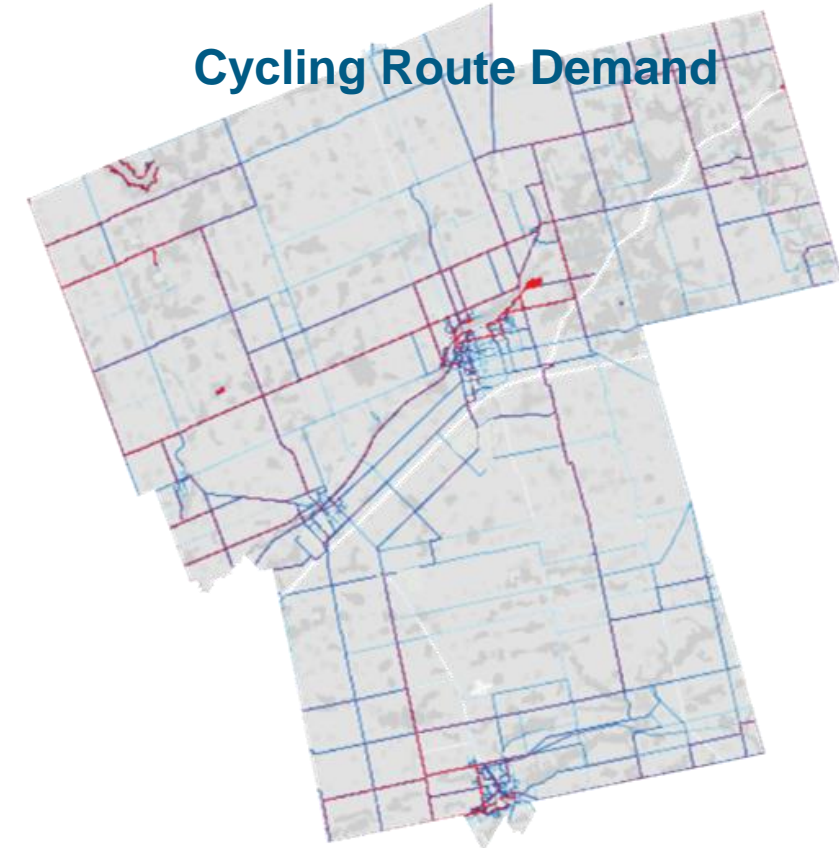
Previously identified cycling routes providing preliminary route alignment along County Roads

## Bikeable Areas & Destinations



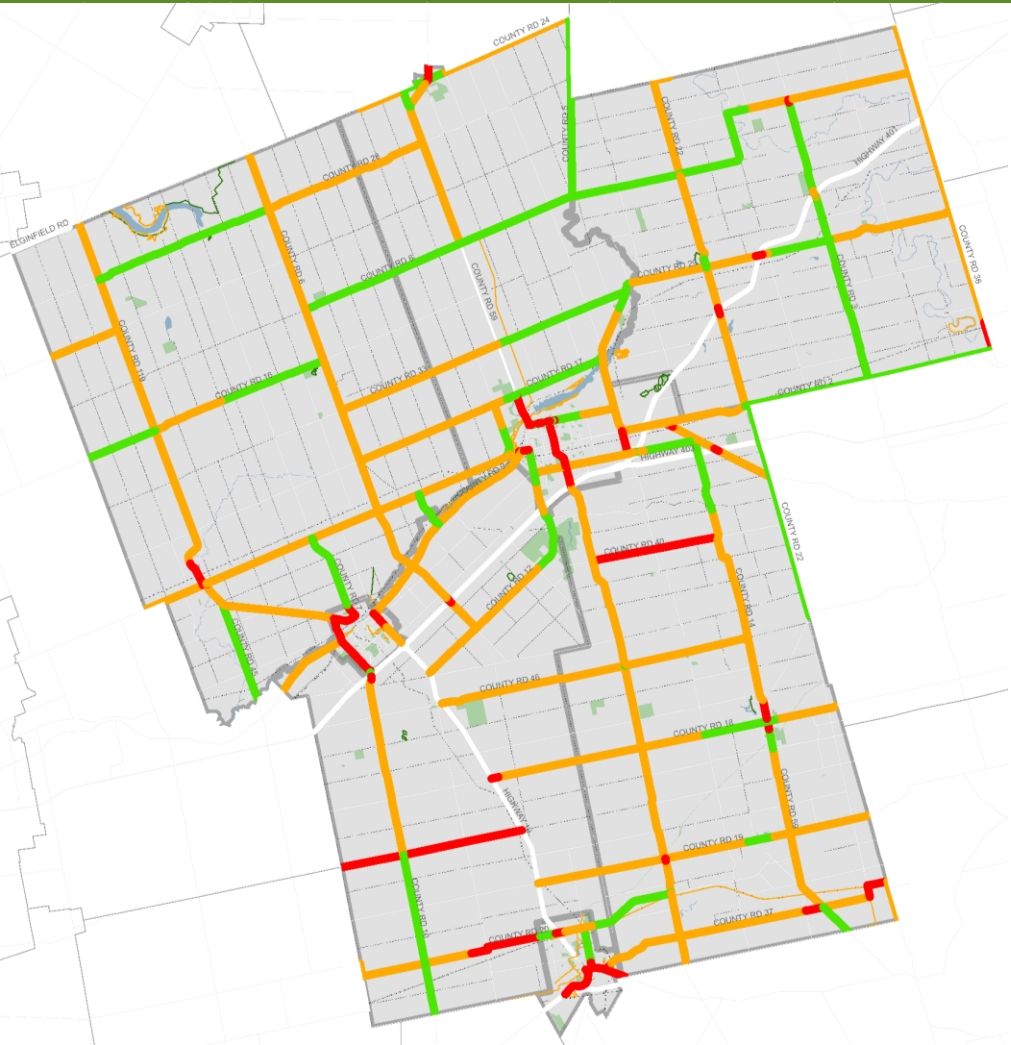
Bikeable area as defined by 5km catchment areas of major communities and major and minor destinations for route connectivity

## Cycling Route Demand



Cycling demand based on existing user experience and frequency as identified by users through Strava

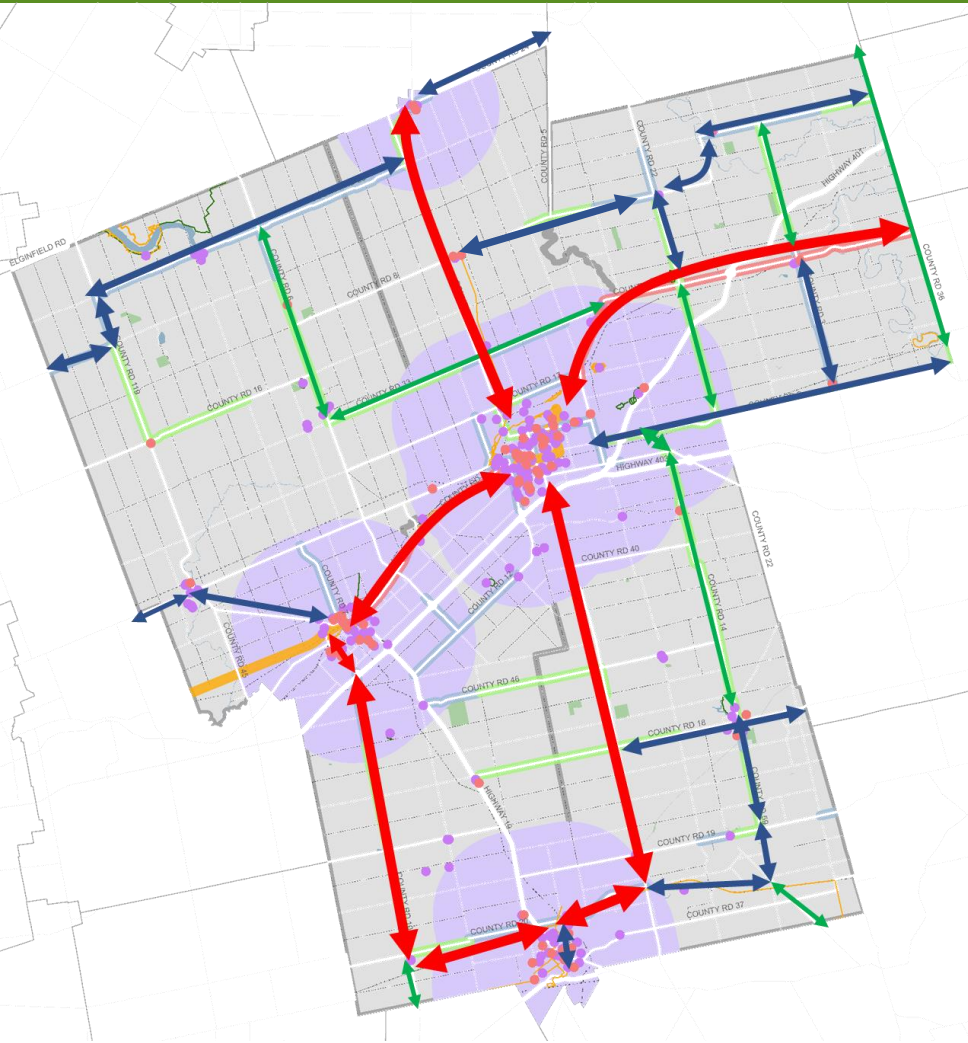
# Step 2a: criteria application



Existing Conditions	Shared	Designated	Separated
No Shoulder	\$	\$\$\$	\$\$\$
Partial Gravel Shoulder	\$	\$\$	\$\$\$
Full Gravel Shoulder	\$	\$	\$\$
Partial Paved Shoulder & Gravel Shoulder	\$	\$	\$\$
Paved Shoulder	\$	\$	\$\$
Urban Shoulder	\$	-	\$
Bike Lane	-	\$	\$\$

- █ \$ Low degree of capital intervention
- █ \$\$ Moderate degree of capital intervention
- █ \$\$\$ High degree of capital intervention

# Step 2b: confirm route hierarchy



## Primary Cycling Network

Critical corridors connecting the urban centres within the County, as well as the Province-Wide Cycling Network and The Great Trail.

115.9 KM



## Secondary Cycling Network

Corridors connecting key destinations and smaller settlement areas to the Primary Cycling Network.

144.5 KM



## Tertiary Cycling Network

Corridors intended to provide additional coverage to remaining destinations within the County and provide supplementary access to the Primary Cycling Network.

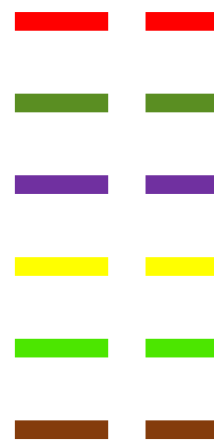
96.4 KM

**Total**

**356.8 KM**



# Step 2b: confirm facility types



<b>Buffered Paved Shoulder</b>	183.72 KM
<b>Buffered Bike Lane</b>	10.28 KM
<b>Multi-Use Path</b>	6.12 KM
<b>Paved Shoulder</b>	143.37 KM
<b>Urban Shoulder</b>	2.28 KM
<b>Off-Road Trail</b>	11.04 KM
<b>Total</b>	<b>356.8 KM</b>



**BUFFERED PAVED SHOULDER**



**BUFFERED BIKE LANE**



**MULTI-USE PATH**



**PAVED SHOULDER**



**URBAN SHOULDER**



**OFF-ROAD TRAIL**



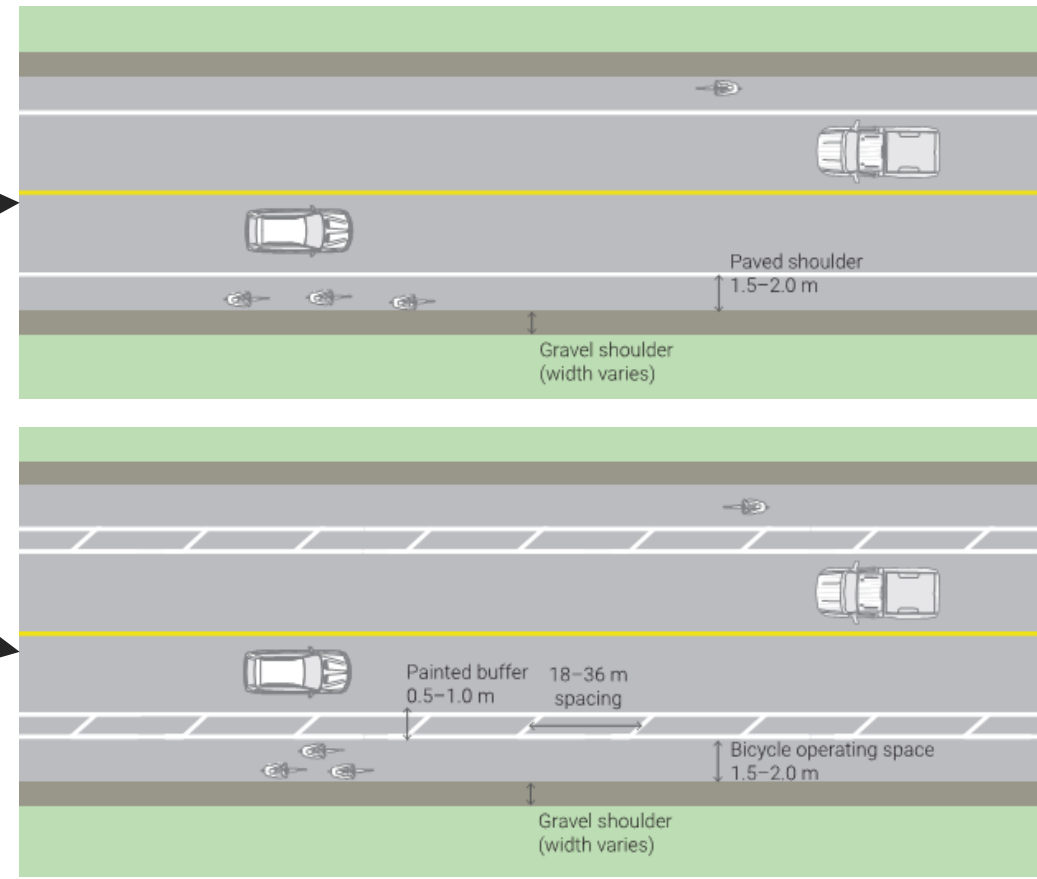
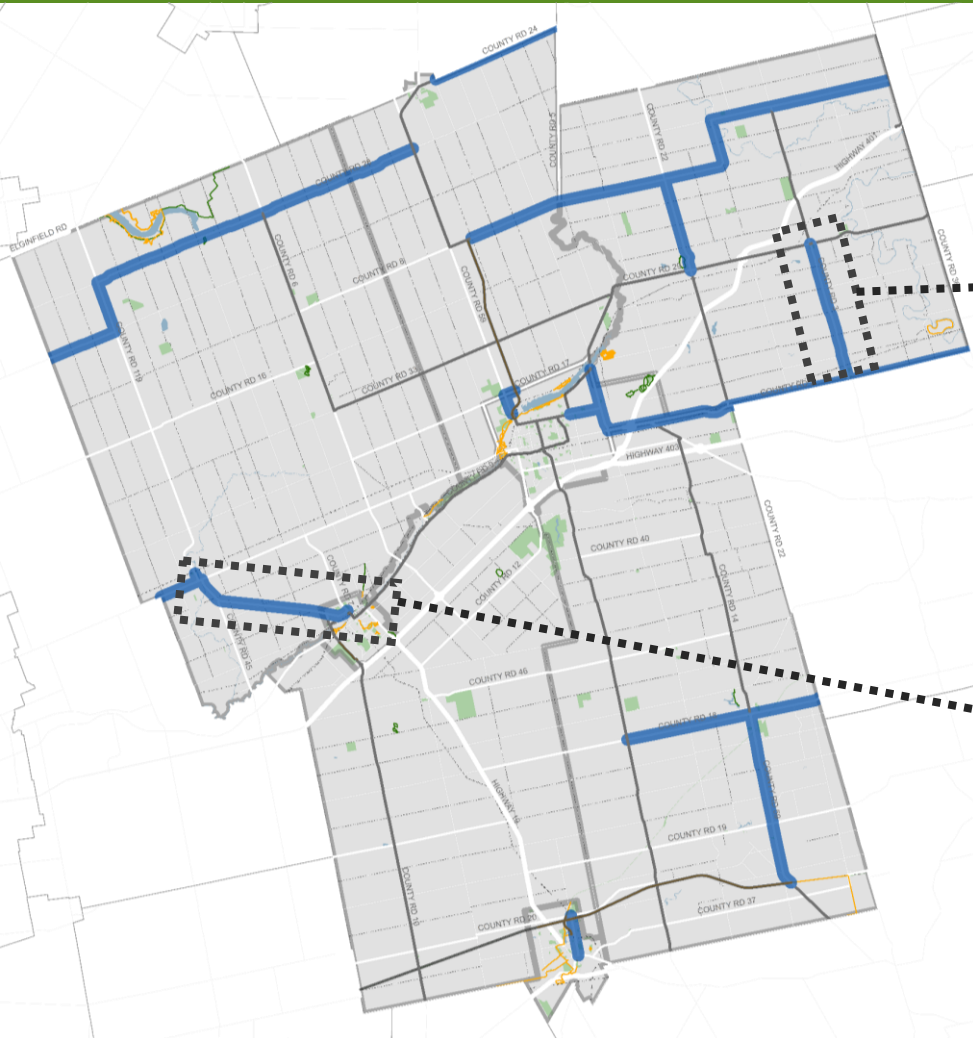
# Step 3: primary network costing

Facility Type	KM		Total
Buffered Paved Shoulder (Province-Wide Cycling Network on County Roads)	37.40	\$	8,415,429
Buffered Paved Shoulder (Balance of County Roads)	49.08	\$	11,042,406
Buffered Bike Lane (Province-Wide Cycling Network on County Roads)	0.76	\$	49,620
Buffered Bike Lane (Balance of County Roads)	5.30	\$	618,268
Paved Shoulder	7.42	\$	1,112,935
Multi-Use Path	3.24	\$	1,051,709
Off-Road Trail	11.04	\$	1,131,762
Urban Shoulder	1.39	\$	16,961
<b>Total</b>	<b>115.62</b>	<b>\$</b>	<b>23,164,961</b>

Provincial funding should be sought for the **38.2km** of County Roads that also function as the **Province-Wide Cycling Network**.

The Province-Wide Cycling Network in Oxford County is estimated to cost **\$8,465,049**, or approximately **13%** of the total Primary System cost.

# Step 2b: secondary network design



**Paved shoulders**

**Buffered paved shoulders (horizontal, painted buffer)**



# Step 3: secondary network costing



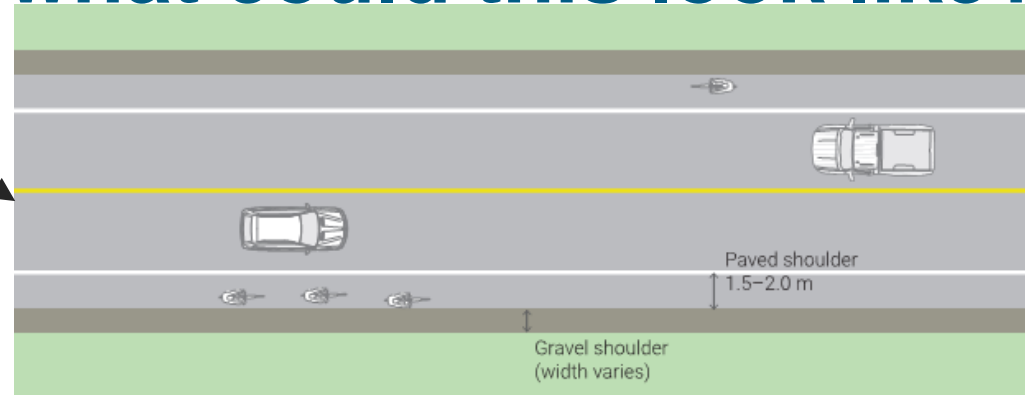
The Secondary System represents **40%** of the total **network length** and **39%** of the total **cost** of implementation.

Facility Type	KM	Total
Buffered Paved Shoulder	53.99	\$ 12,148,043
Buffered Bike Lane	4.22	\$ 274,088
Paved Shoulder	82.83	\$ 12,423,769
Multi-Use Path	2.88	\$ 936,955
Off-Road Trail	0.00	\$ -
Urban Shoulder	0.61	\$ 10,836
<b>Total</b>	<b>144.80</b>	<b>\$ 25,793,691</b>

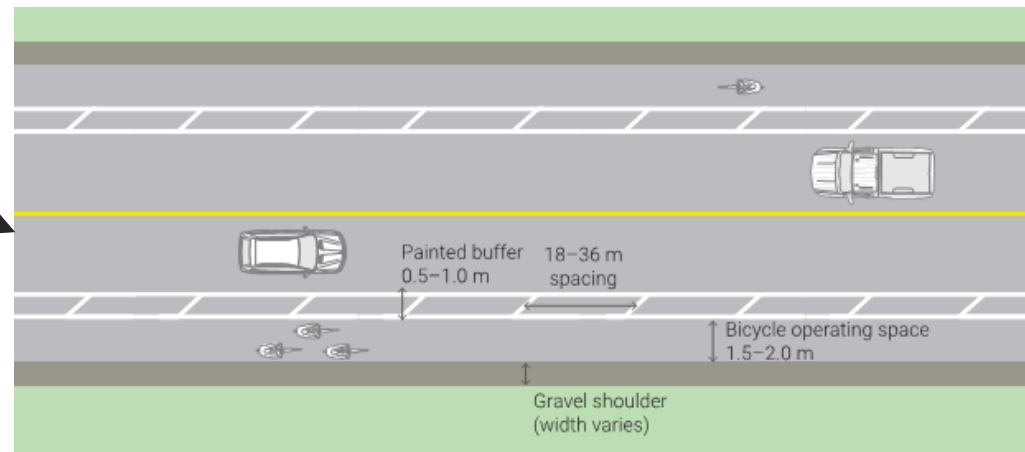
# Step 2b: tertiary network design



## what could this look like?



**Paved shoulders**



**Buffered paved shoulders (horizontal, painted buffer)**

# Step 3: tertiary network costing

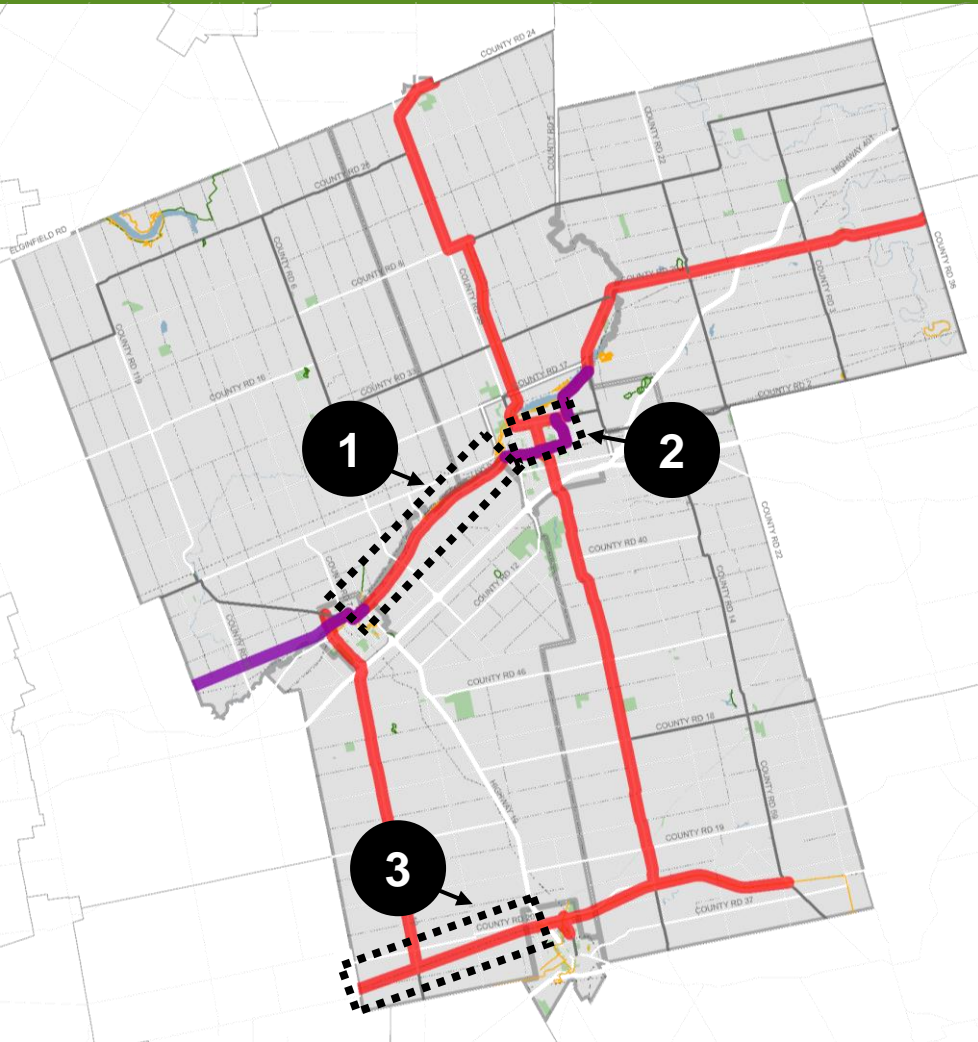


The Tertiary System represents **27%** of the total **network length** and total **cost** of implementation.

Facility Type	KM	Total
Buffered Paved Shoulder	43.25	\$ 9,732,199
Buffered Bike Lane	0.00	\$ -
Paved Shoulder	53.13	\$ 7,969,126
Multi-Use Path	0.00	\$ -
Off-Road Trail	0.00	\$ -
Urban Shoulder	0.00	\$ -
<b>Total</b>	<b>96.38</b>	<b>\$ 17,701,325</b>



# Step 4: network priorities



- 1. County Road 9 between Woodstock and Ingersoll**  
**Length:** 14.0km  
**Facility Type:** Buffered Paved Shoulder  
**Rationale:** Connects Woodstock and Ingersoll; functions as the Province-Wide Cycling Network.  
**Next Steps:** Undertake geotechnical assessment to determine suitability of existing shoulder platform to accommodate a buffered paved shoulder.
- 2. Devonshire Avenue, Huron Street, Wilson Street road-diets**  
**Length:** 7.9km  
**Facility Type:** Buffered Bike Lane  
**Rationale:** Represents a “spine” network through Woodstock. Preliminary analysis conducted suggests a road-diet may be feasible along these corridors.  
**Next Steps:** Undertake an assessment focused on vehicular capacity and determine whether a reduction in vehicle travel lanes is feasible.
- 3. CASO Rail Corridor westward extension to County boundary**  
**Length:** 11.0km  
**Facility Type:** Off-Road Trail  
**Rationale:** Connect to neighbouring Malahide Township and provide a critical connection to County Road 10, which offers a linkage to Ingersoll.  
**Next Steps:** Undertake design feasibility assessment on the trail extension.



# Funding considerations

Fund	County Road		Local Road		Provincial Highway	
	On-road	In-boulevard	On-road	In-boulevard and off-road	On-road	In-boulevard
County Capital Budget & Internal Funding	✓					
Development Charges	✓					
External Funding Sources	✓	✓	✓	✓	✓	✓

# External Funding Sources

## Provincial Funding:

- + Ontario Municipal Commuter Cycling Fund
- + MTO now funding cycling elements under provincial jurisdiction that are part of the Province-wide Cycling Network
- + Provincial Gas Tax
- + Ontario Trillium Fund
- + Ontario Rural Economic Development Fund
- + Tourism Development Fund

## Federal Funding:

- + Investing in Canada Program (40% of municipal projects with minimum 33.3% of eligible costs):
  - + Public Transit – improve access to public transit
  - + Green – access to clean energy transportation
- + Investing in Canada COVID-19 Resiliency Stream (80/20 split, up to \$10M for each municipality receiving funding, total \$3.3B)
- + Healthy Communities Canada Funding Initiative (\$31M)
- + Green Municipal Fund (Federation of Canadian Municipalities)
- + Federal Gas Tax

# Maintenance Considerations

Maintenance of active transportation routes should be part of a commitment to provide high-quality routes and facilities. It is recommended that the maintenance of on-road cycling facilities reflect the guidance that has been set out in **O. Reg 366/18: Minimum Maintenance Standards for Municipal Highways**.

	Primary Cycling Routes (similar to a Class 1 Roadway identified in the Province's MMS)	Other Cycling Facilities
<b>Snow clearing (10.3.1)</b>	Maintain to the same standard as adjacent road; bare pavement within 8 hours of the end of the snow event or by 7 a.m. and 3 p.m. on a weekday	Maintain to 2.5cm within 24 hours
<b>Ice Treatment (10.3.1)</b>	Treat within 3 hours or by 7 a.m. and 3 p.m. on a weekday	Treat within 16 hours
<b>Ice Prevention</b>	Proactive anti-icing approach applied up to 24 hours prior to a storm event	Optional

Winter maintenance practices based on recommendations outlined in OTM Book 18.

# What's next?

## Next steps

- + Document input from the INTAC meeting and make revisions as needed.
- + Present findings to the EXTAC / SAG
- + Proceed with final public engagement and outreach
- + Prepare Phase 2 report and master plan documentation.

## Staying in touch

**Jeff Axisa (Dillon)**

905.901.2912 ext. 3440

[JAxisa@dillon.ca](mailto:JAxisa@dillon.ca)

**Claire Basinski (WSP)**

519.904.1737

[claire.Basinski@wsp.com](mailto:claire.Basinski@wsp.com)

# CYCLING MASTER PLAN



## EXTAC / SAG Workshop #2

November 12<sup>th</sup>, 2020  
1:00 PM – 3:00 PM



# Agenda

# Purpose

1. CMP Approach and update
2. Network Approach
3. Proposed Cycling Network and Priorities
4. Costing & Implementation
5. Next Steps

- + Inform EXTAC / SAG members of the work completed to date;
- + Present and gather input on the approach and outcomes of Phase 2 of the project specifically focusing on the proposed cycling network; and
- + Identify and confirm next steps.

# Cycling Master Plan purpose

## The CMP will...

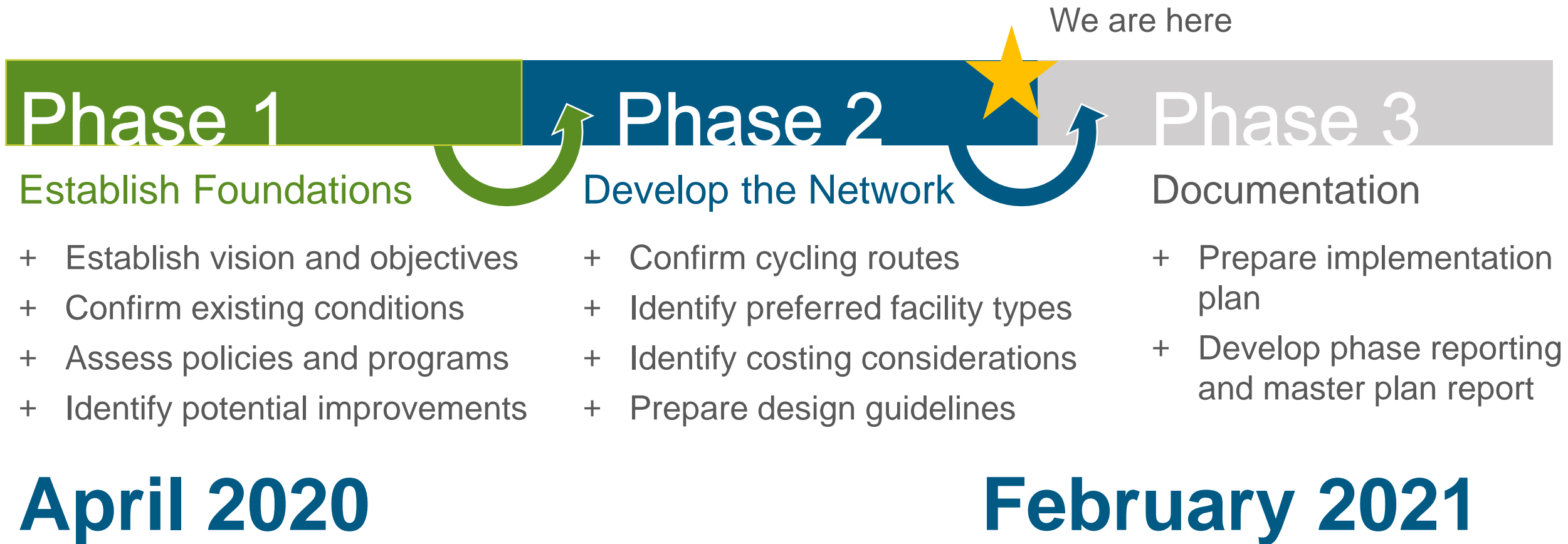
- + Build on County and local plans
- + Provide a blueprint for future planning
- + Align with accepted guidelines
- + Provide an implementation tool for municipal staff
- + Provide long-term policy guidance
- + Assist with programs and partnerships

## With the goals of...

- + Improving cycling safety and connectivity
- + Addressing cycling barriers with realistic solutions
- + Improving cycling culture and making it fun
- + Thinking of people of all ages and abilities

# Process

*Developed to fulfill Phases 1 and 2 of the MCEA master plan approach #1*





# Phase 1 input received...

## INTAC Meeting

- + Align with other County projects
- + Connect to surrounding municipalities (collaboration with Tourism Oxford and other key stakeholders).
- + CMP vision and objectives should align with wider strategic priorities.
- + Address relevance of emerging transportation trends e.g. electrically-assisted mobility, including e-bikes.
- + Ensure realistic implementation solutions.

## EXTAC / SAC Meeting

- + Collaboration with local corporate entities (i.e. Toyota) as possible partners CMP recommendations.
- + Consult with community cycling groups for feedback when developing the cycling network.
- + Long distances and cycling demand are key challenges to improving cycling connectivity between communities.
- + Dedicated support for funding and implementation.

## Staff & Public Input

- + Focus on identifying a defined network of cycling routes and facilities.
- + Provide meaningful improvements i.e. separation to encourage cycling.
- + Provide opportunities for cycling for all ages and abilities.
- + Align with wider capital projects and focus on coordination with local area municipalities.

# A cycling vision for oxford...

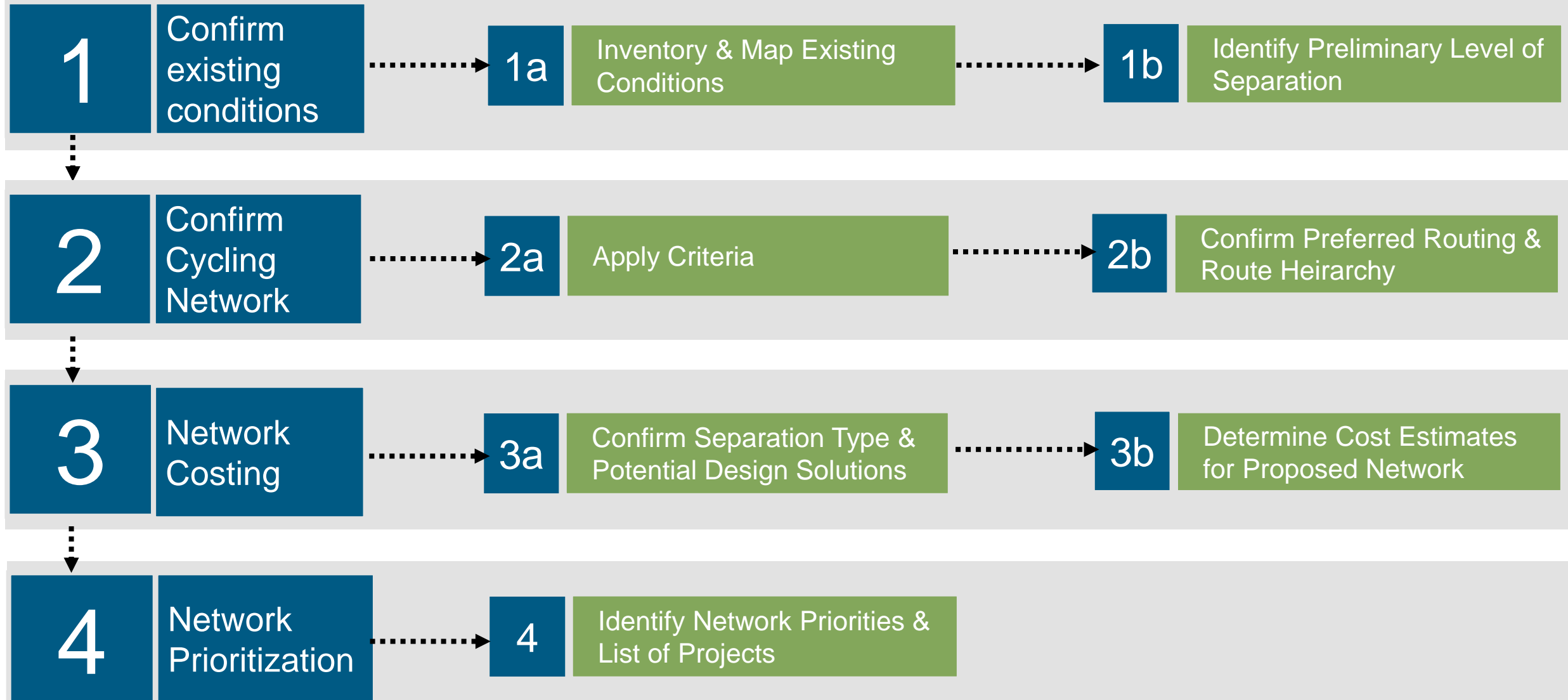
**To create an integrated and connected cycling network that promotes active transportation, tourism, and low carbon travel options as part of a sustainable multi-modal transportation network**

<b>Economy</b>	<b>Community</b>	<b>Environment</b>
<p>Cycling is a sustainable mode of transportation which contributes to the economic viability and sustainability of the County and helps to stimulate investment and growth.</p>	<p>Cycling is part of the culture of Oxford which is created through effective communication and engagement. Major communities and larger hubs within and outside of oxford or accessible by bike for both recreational and commuting purposes.</p>	<p>Cycling is integrated and enhanced by equitable and accessible programs and initiatives which is encouraged through partnerships, programs and incentives and part of a wider transportation demand management strategy.</p>

# Network assumptions

- + The network focuses on County Roads and multi-use trails
- + Routes were evaluated based on two key criteria – connectivity and access as well as feasibility.
- + A system of critical connections will be assumed as the recommended network and the focus for implementation with routes that:
  - + Provide access to major community destinations and employment areas
  - + Align with the province-wide cycling network
  - + Designs for users along high demand routes
  - + Supports wider tourism and community priorities.
- + Implementation of the proposed cycling network has been assumed for a 10-15 year horizon.
- + Should demand or interest be demonstrated as the primary network is built, a secondary network has been identified to increase connectivity and access.
- + The proposed cycling network focuses on meaningful design improvements with separated and designated facilities which are complemented by local network, Tourism Oxford routes or County-led braded wayfinding and signage.

# Network approach



# Step 1a: existing routing

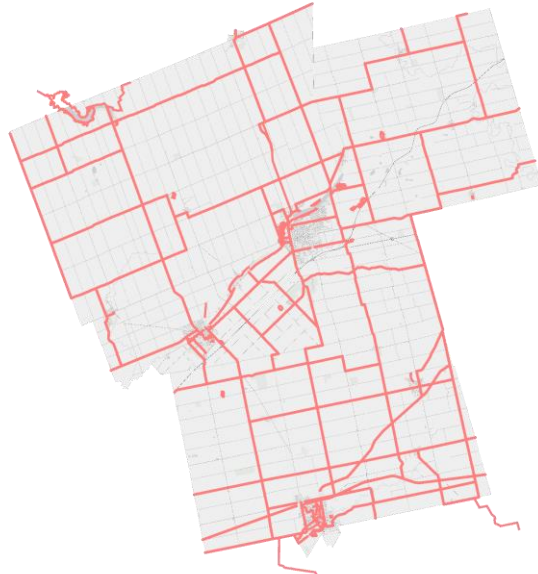
MTO Province-wide  
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38 km County roads  
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Facilitates inter- regional connectivity and access to communities within the Province.

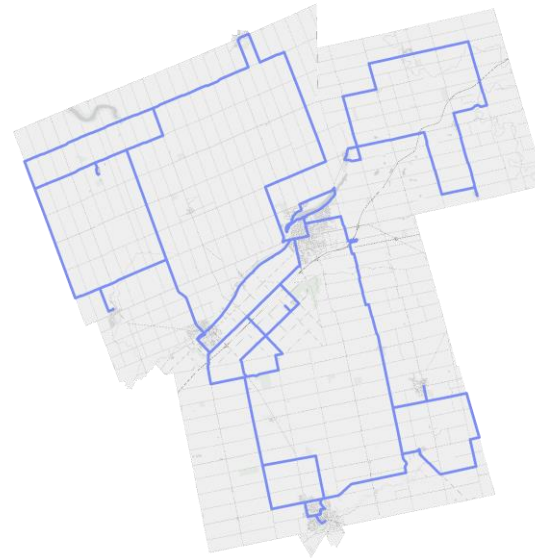
Oxford County  
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289 km County roads  
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Connects to communities, built-up areas and trail destinations within Oxford County.

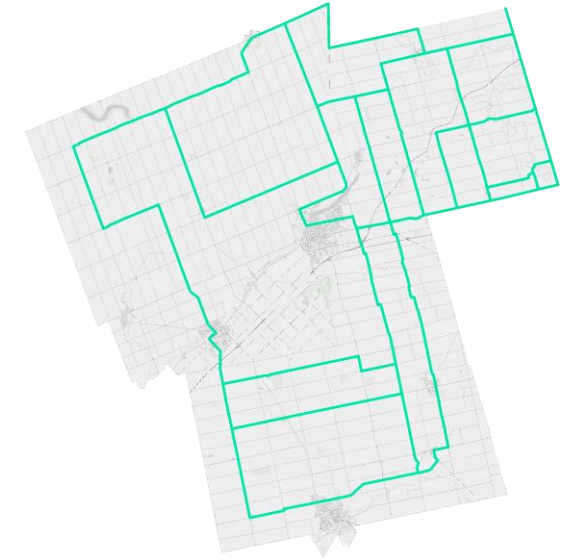
Tourism Oxford  
Cycling Routes



145 km County roads  
255 km Local roads / Other

Promoted by Tourism Oxford - minimal road improvements have been implemented.

Routes identified by the  
Cycling Advisory Committee



291 km County roads  
127 km Local roads / Other

Identified by the County's Cycling Advisory Committee as desirable routes for cycling.

# Step 1a: existing conditions

No shoulder



Narrow gravel shoulder



Full gravel shoulder



Partial paved shoulder and gravel shoulder



Paved shoulder



Urban shoulder



Bike lane



## Shoulder / facility width

0m shoulder

<1.0m gravel shoulder

>1.0m gravel shoulder

0.5 to 1.0m paved + 1.0m gravel

≥1.0m paved shoulder

≥1.2m (white pavement marking from face of the curb)

1.5m

## Considerations

Not sufficient platform width to implement a designated or separated facility

Implementation of paved shoulders could be cost prohibitive on sections with narrow shoulders

Implementation of paved shoulders is more likely on sections with full gravel shoulders

Treatment reflects implementation of County's Paved Shoulder Policy

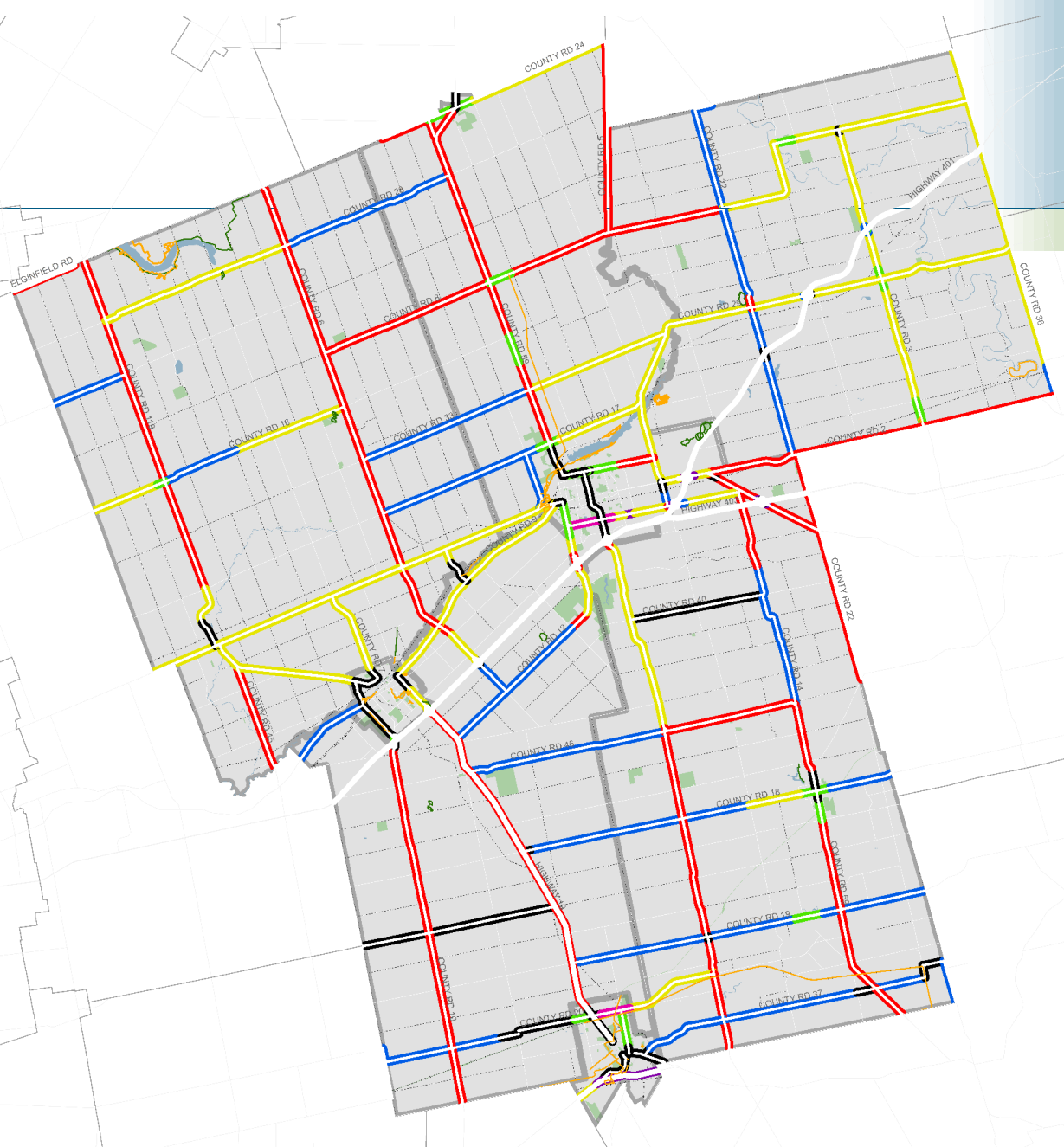
Some sections are narrower than recommended minimum width from OTM Book 18 (1.5m)

Road is marked with white pavement line, but no signage exists to identify it as a formal Bike Route

On-road designated facility for cyclists that is signed and marked



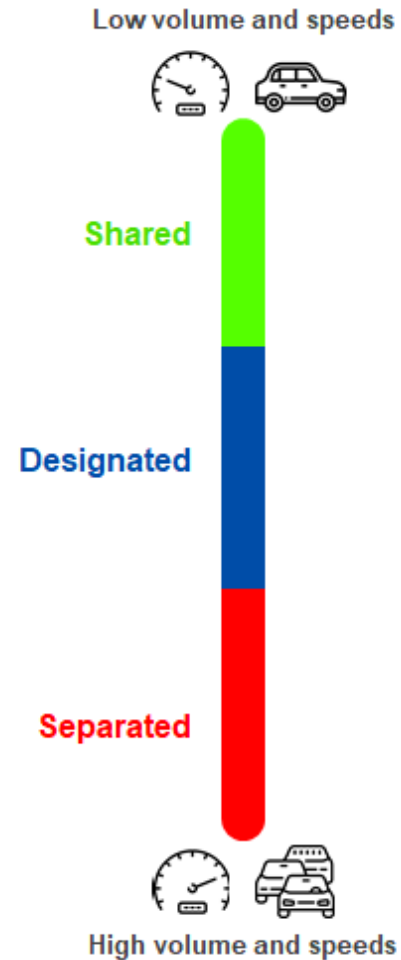
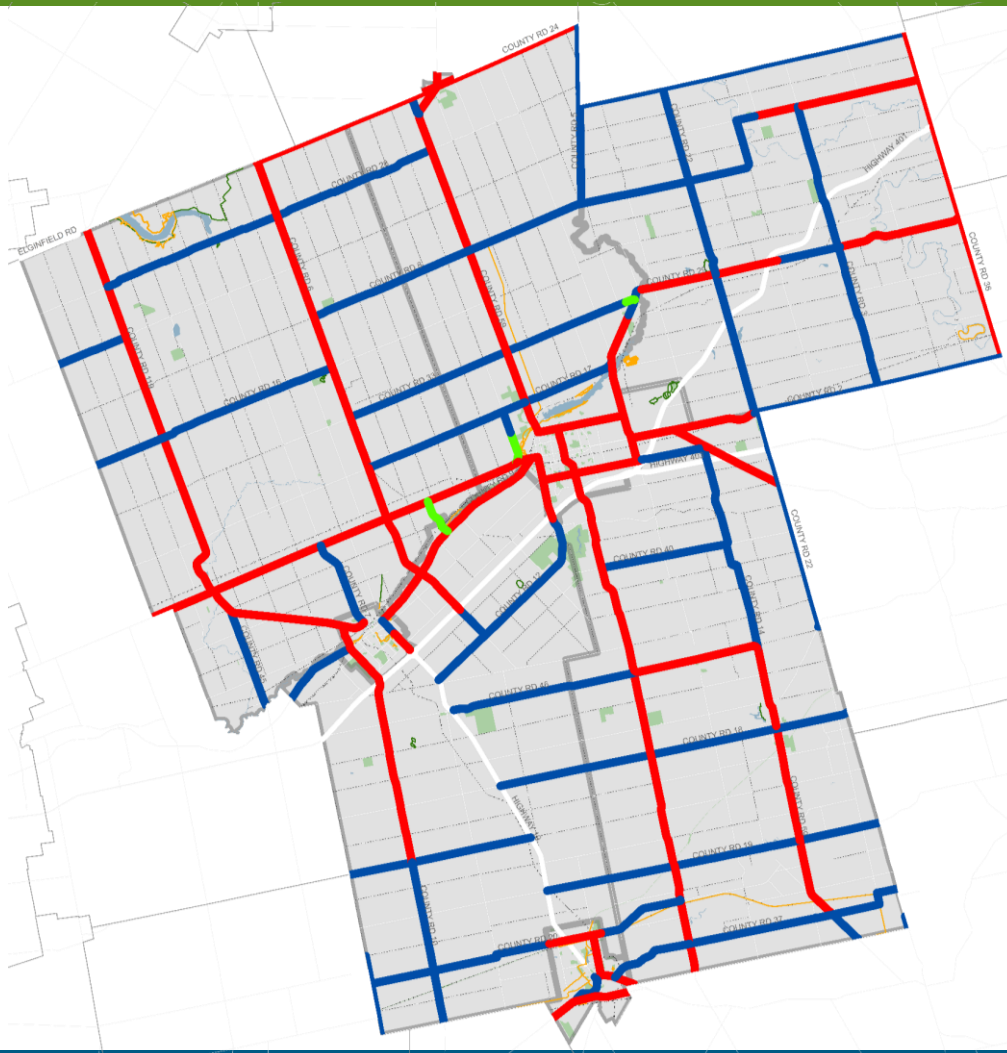
# Step 1a: existing conditions



-  No Shoulder
-  Narrow Gravel Shoulder
-  Full Gravel Shoulder
-  Partial Paved, Full Gravel Shoulder
-  Paved Shoulder
-  Urban Shoulder
-  Bike Lane



# Step 1b: level of separation needs



The proposed level of separation is determined based on the OTM Book 18 nomograph, taking **vehicular volumes** and the **posted speed limit** into consideration.

# Step 2a: criteria overview

Hierarchy	Facilities	Access	Destinations	Users	Demand
<b>Priority Linkages</b>	Separated facilities (both physical and spatial separation) & off-road trails	Core north-south, east-west linkages within the County  Emphasis on enhanced tourism	Major settlement areas  Community hubs  Employment areas  Weekday errands	Everyday cyclists  Attentive cyclists  Vulnerable cyclists	Weekday high demand routes
<b>Additional Connections</b>	Designated facilities (shared facilities where appropriate based on OTM Book 18 guidance)	Rural focus and connections to surrounding municipalities	Weekend activities  Smaller settlement areas  Major trails  Natural areas	Sport cyclists  Recreational cyclists	Weekend / off-peak high demand routes

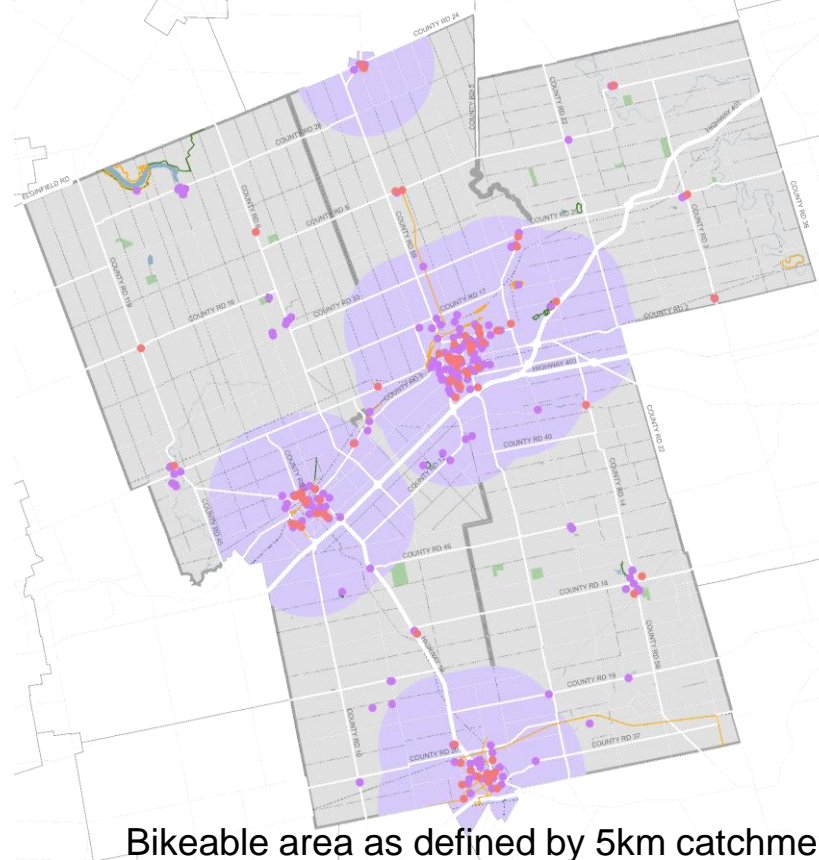
# Step 2a: criteria application

## Previously Identified Routing



Previously identified cycling routes providing preliminary route alignment along County Roads

## Bikeable Areas & Destinations



Bikeable area as defined by 5km catchment areas of major communities and major and minor destinations for route connectivity

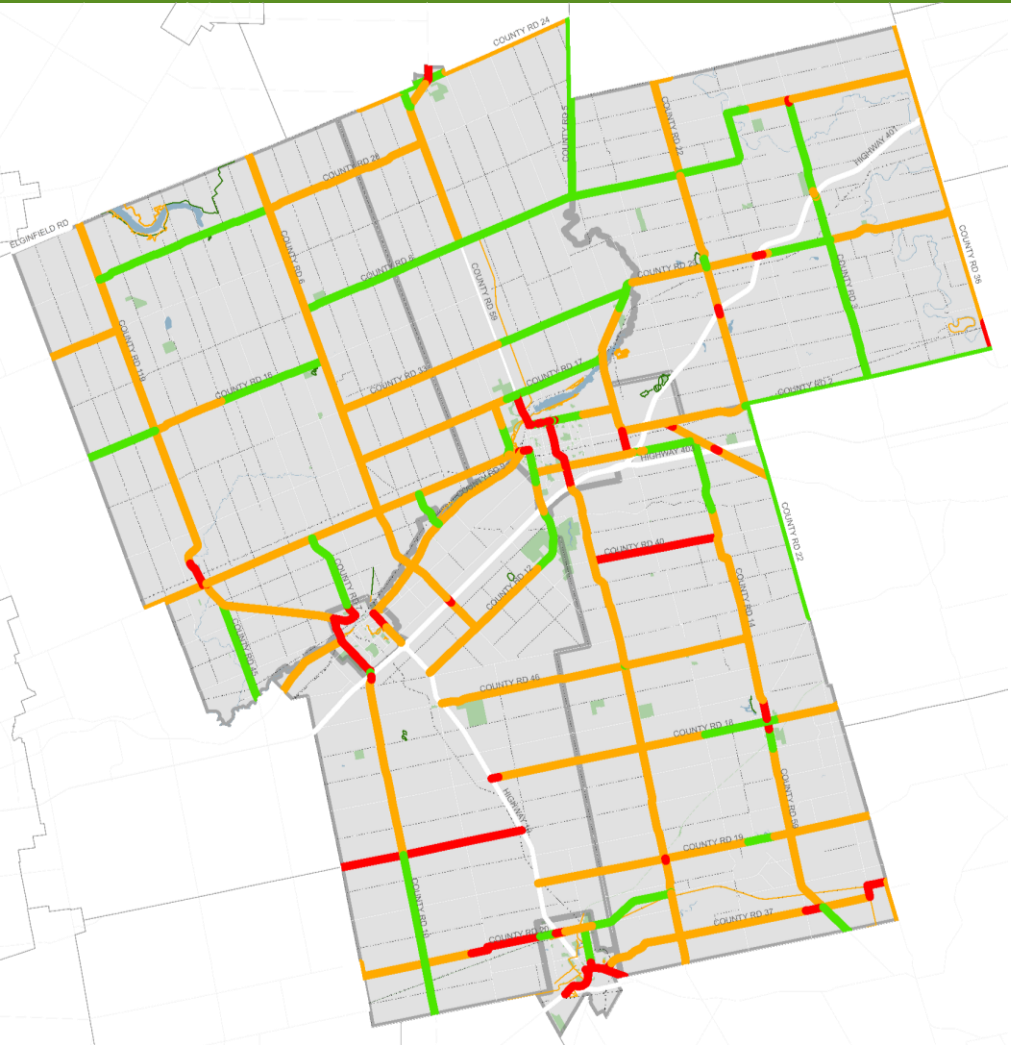
## Cycling Route Demand



Cycling demand based on existing user experience and frequency as identified by users through Strava



# Step 2a: criteria application



Existing Conditions	Shared	Designated	Separated
No Shoulder	\$	\$\$\$	\$\$\$
Partial Gravel Shoulder	\$	\$\$	\$\$\$
Full Gravel Shoulder	\$	\$	\$\$
Partial Paved Shoulder & Gravel Shoulder	\$	\$	\$\$
Paved Shoulder	\$	\$	\$\$
Urban Shoulder	\$	-	\$
Bike Lane	-	\$	\$\$

- █ \$ Low degree of capital intervention
- █ \$\$ Moderate degree of capital intervention
- █ \$\$\$ High degree of capital intervention

# Step 2b: confirm route hierarchy



## Primary Network

Critical corridors connecting to the urban centres and settlement areas within the County, as well as the Province-Wide Cycling Network and The Great Trail. Focuses on enhanced connectivity to major tourism destinations and potential for utilitarian travel.

**185.6 km**

## Secondary Network

Corridors that connect smaller settlement areas to the Primary Cycling Network, should there be demand, interest or funding available.

**150 km**

## Local Connecting Links

Part of the cycling network but includes routes on local roads (not under the County's jurisdiction) that form part of the MTO Province-wide Cycling Network.

**17.85 km**

## Proposed Off-road Trail

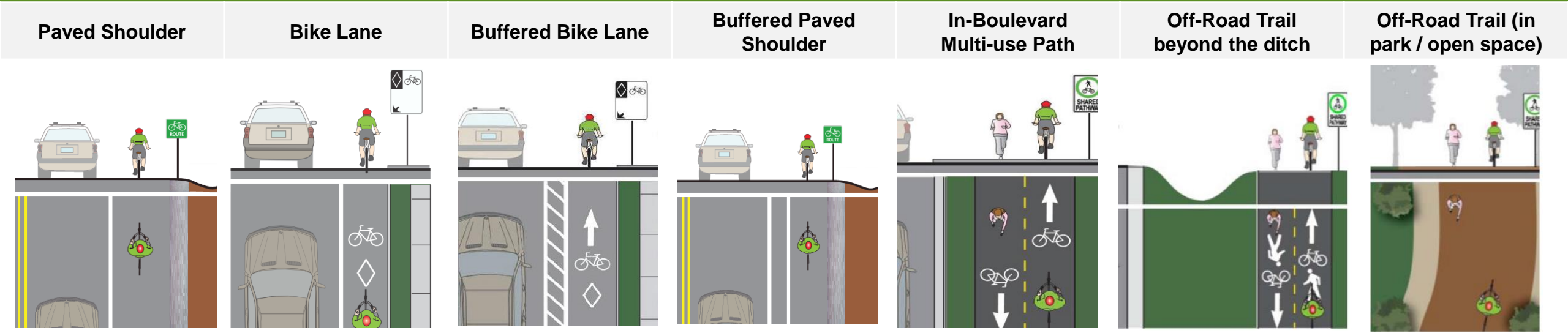
Proposed off-road trail from Tillsonburg to Norwich along an abandon rail corridor.

**15 km**

**Total**

**368.45 km**

# Step 3b: design options



## PHYSICAL SEPARATION

## SPATIAL SEPARATION



## LEVEL OF COMFORT



## Typical unit price range per km

\$100,000 to \$200,000	\$30,000 to \$50,000	\$40,000 to \$500,000	\$200,000 to \$250,000	\$275,000 to \$375,000	\$300,000 to \$400,000	\$200,000 to \$400,000
------------------------	----------------------	-----------------------	------------------------	------------------------	------------------------	------------------------



# Unique treatments in rural areas

Arundel St, Thunder Bay



before

after

**Considerations**

- + Flexible bollards spaced at regular intervals to allow emergency vehicles to enter space
- + Flexible bollards can be easily removed (consideration for winter maintenance)
- + Paved shoulder / pathway on one side, plus a buffered paved shoulder on the other side

Pelmewash Pkwy, Lake Country BC



**Considerations**

- + Two-way pathway implemented along one side of the road through reallocation of road space, micro surfacing, epoxy-bonded curb, landscaping and flexible bollards in selection locations

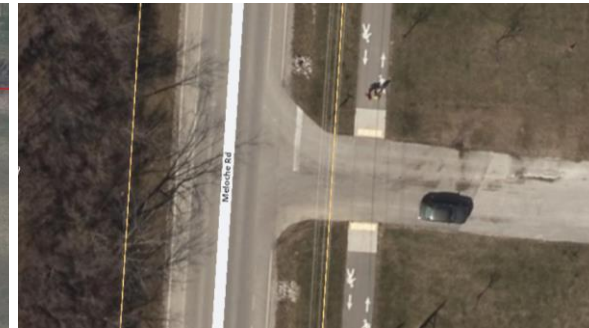
Regional Rd 85, St. Jacobs



**Considerations**

- + Off-road trail implemented within road right-of-way
- + Trail surface is mostly granular with select / few locations that are paved

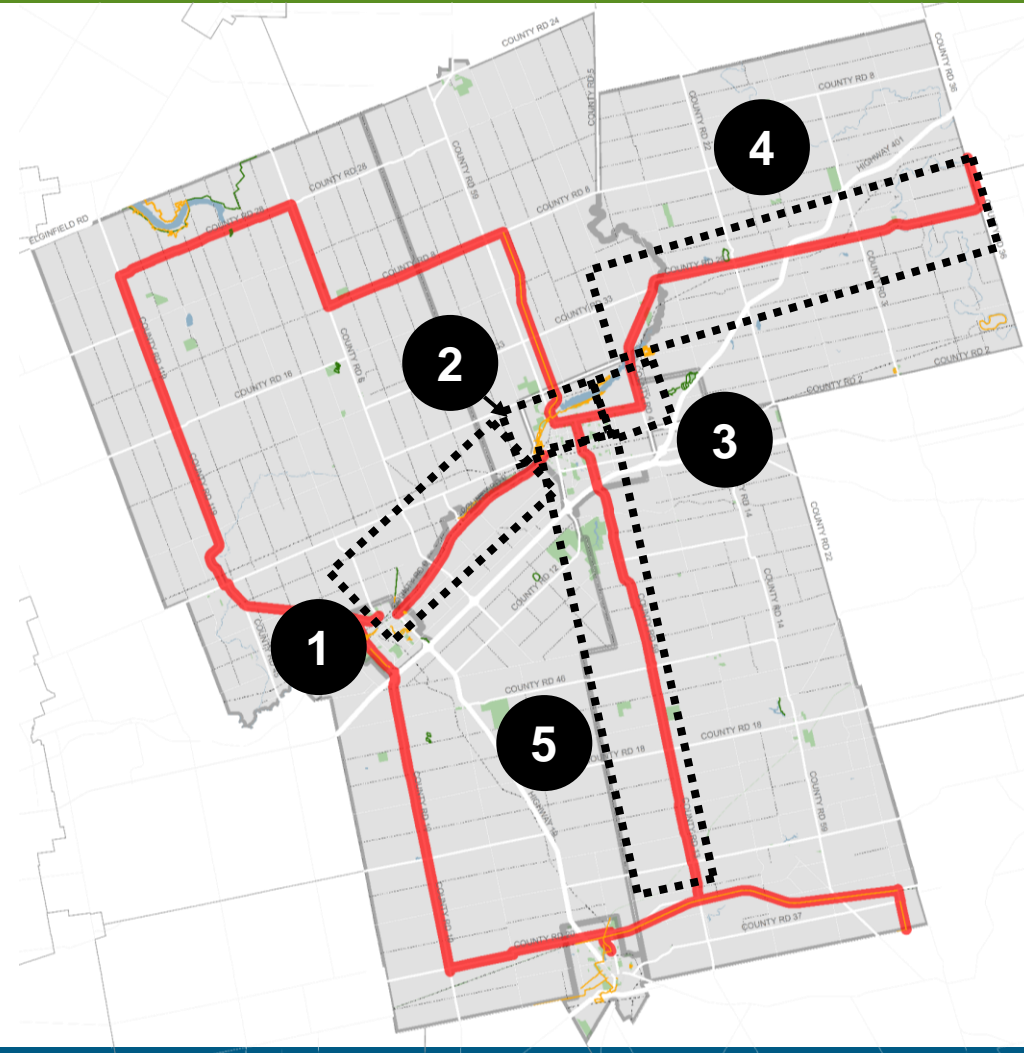
Meloche Rd, Amherstburg



**Considerations**

- + Off-road trail implemented outside of road right-of-way. Trail has been implemented in addition to existing paved shoulders
- + Trail is a short connection to recreational complex

# Step 4: network priorities



- 1** **County Road 9**  
Woodstock to Ingersoll
- 2** **Devonshire Avenue, Huron Street, Wilson Street**  
Woodstock
- 3** **County Road 4 / 2**  
Connection to Toyota Motor Manufacturing Canada.
- 4** **County Road 4 / 29**  
Woodstock to Innerkip, Drumbo and County boundary
- 5** **Highway 59 / County Road 13**  
Woodstock to the Great Trail (connection into Tillsonburg)



# 1. County Road 9 (Woodstock to Ingersoll)

**Length:** 14 km

**Facility Type:** Physical separation

**Rationale:** Corridor forms part of the MTO Province-wide Cycling Network and facilitates a spine connection between Woodstock and Ingersoll.

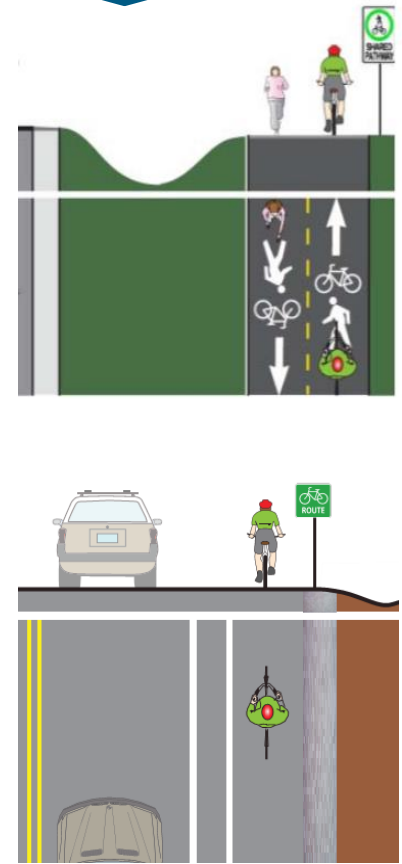
**Next Steps:**

- + Undertake geotechnical assessment to determine suitability of existing shoulder platform to accommodate a buffered paved shoulder or future design assignment to assess feasibility of a separated trail / bike path within the road right-of-way.



County Road 9 through Centreville

What could this look like?





# 2. Devonshire Avenue, Huron Street, Wilson Street

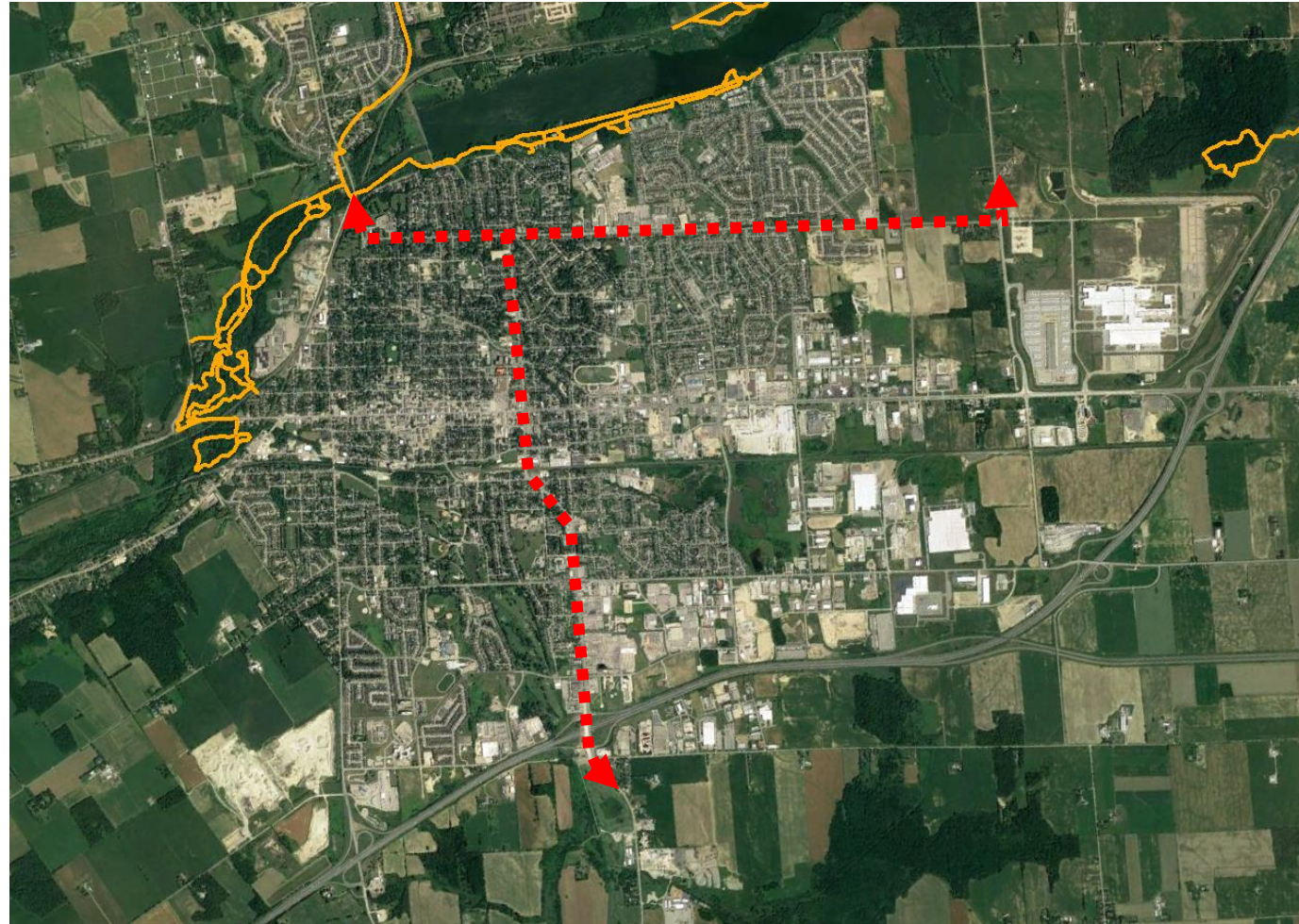
**Length:** 8 km

**Facility Type:** Physical separation

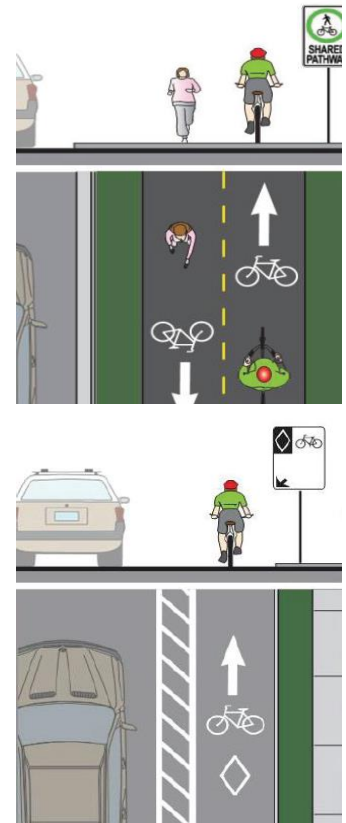
**Rationale:** Corridor forms part of the MTO Province-wide Cycling Network facilitates a spine connection through the City of Woodstock

**Next Steps:**

- + Undertake future design assignment to assess feasibility of a separated in-boulevard multi-use pathway within the road right-of-way.
- + Undertake future design studies to assess feasibility of separated cycling facilities behind the roadway curb (such as uni-directional cycle tracks) – identify opportunities for projects to be implemented in conjunction with reconstruction projects as part of the County's long term road capital plan.



What could this look like?





# 3. County Road 4 / 2 (connection to Toyota)

**Length:** 3.7 km

**Facility Type:** Physical separation

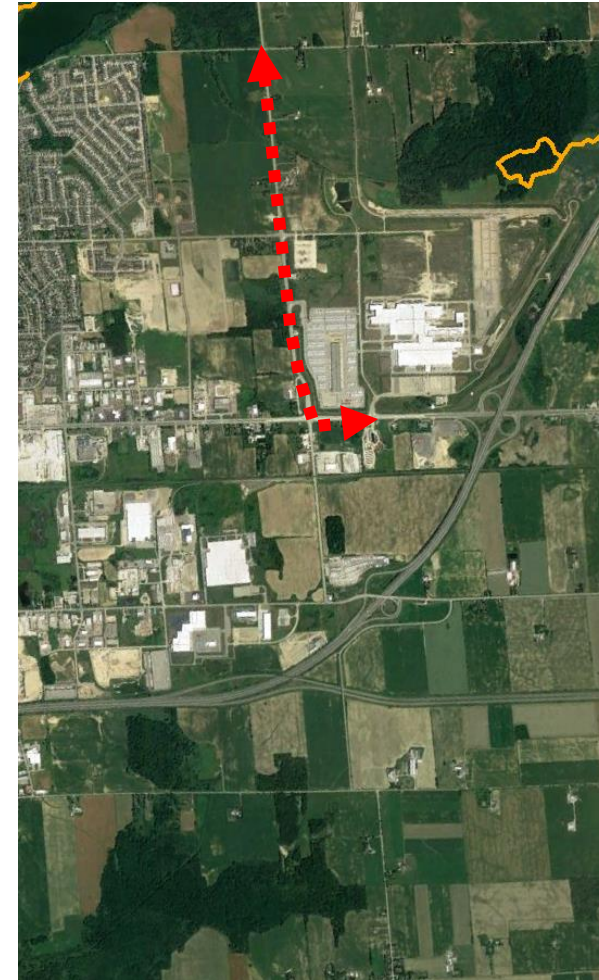
**Rationale:** Corridor connects to proposed priority on Devonshire, and provide direction connection to Toyota Motor Manufacturing Canada.

**Next Steps:**

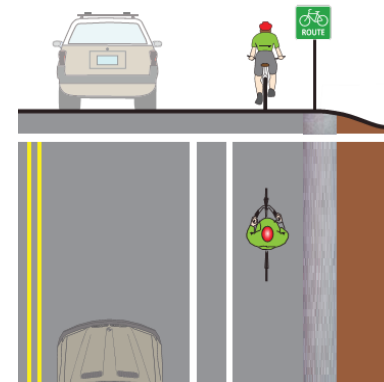
- + Undertake future design assignment to assess feasibility of a separated in-boulevard multi-use pathway within the road right-of-way.
- + Undertake future design studies to assess feasibility of separated cycling facilities behind the roadway curb (such as uni-directional cycle tracks) – identify opportunities for projects to be implemented in conjunction with reconstruction projects as part of the County’s long term road capital plan.



County Road 2 at TMCC, looking west



What could this look like?





# 4. County Road 4 / 29 (Woodstock, Innerkip, Drumbo)

**Length:** 23.4 km

**Facility Type:** Physical separation

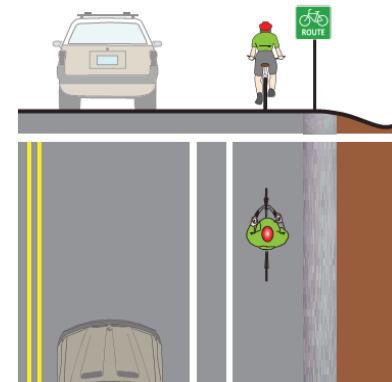
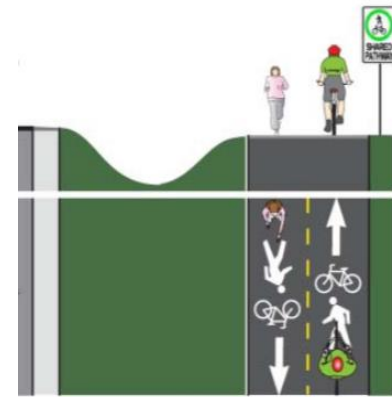
**Rationale:** Corridor forms part of the MTO Province-wide Cycling Network and connects key settlement areas including Woodstock, Innerkip and Drumbo.

**Next Steps:**

- + Undertake geotechnical assessment to determine suitability of existing shoulder platform to accommodate a buffered paved shoulder or future design assignment to assess feasibility of a separated trail / bike path within the road right-of-way.



## What could this look like?





# 5. Highway 59 / County Road 13

**Length:** 24.1 km

**Facility Type:** Physical separation

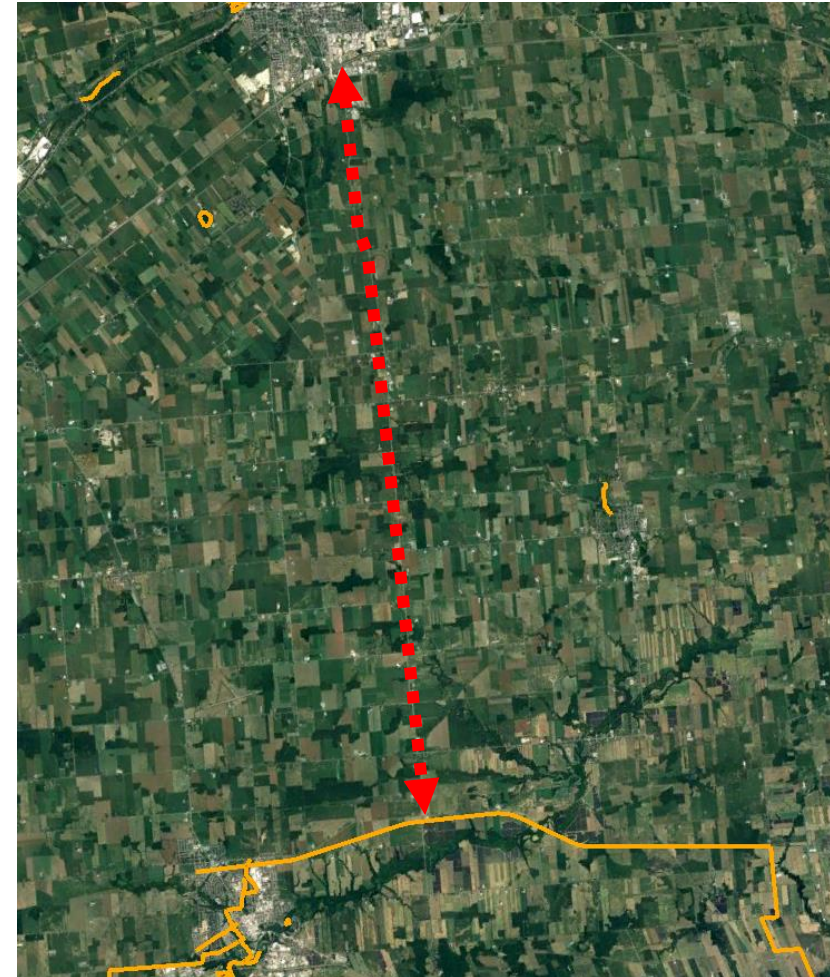
**Rationale:** Key north-south linkage from Woodstock to Tillsonburg via connection to the Great Trail.

**Next Steps:**

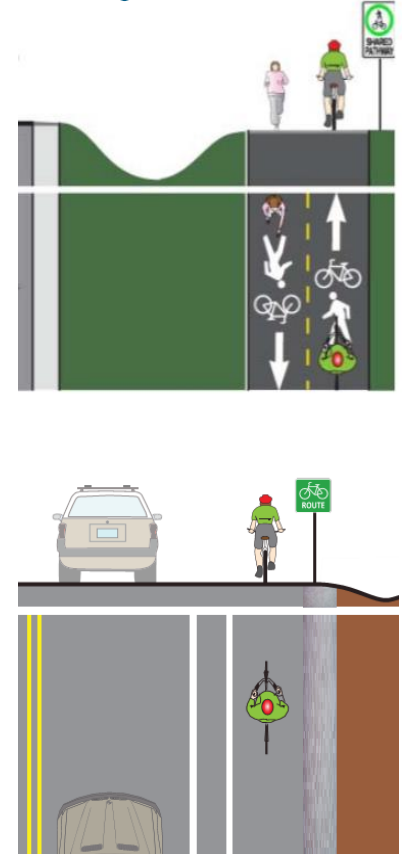
- + Undertake geotechnical assessment to determine suitability of existing shoulder platform to accommodate a buffered paved shoulder or future design assignment to assess feasibility of a separated trail / bike path within the road right-of-way.



County Road 13 in Springford

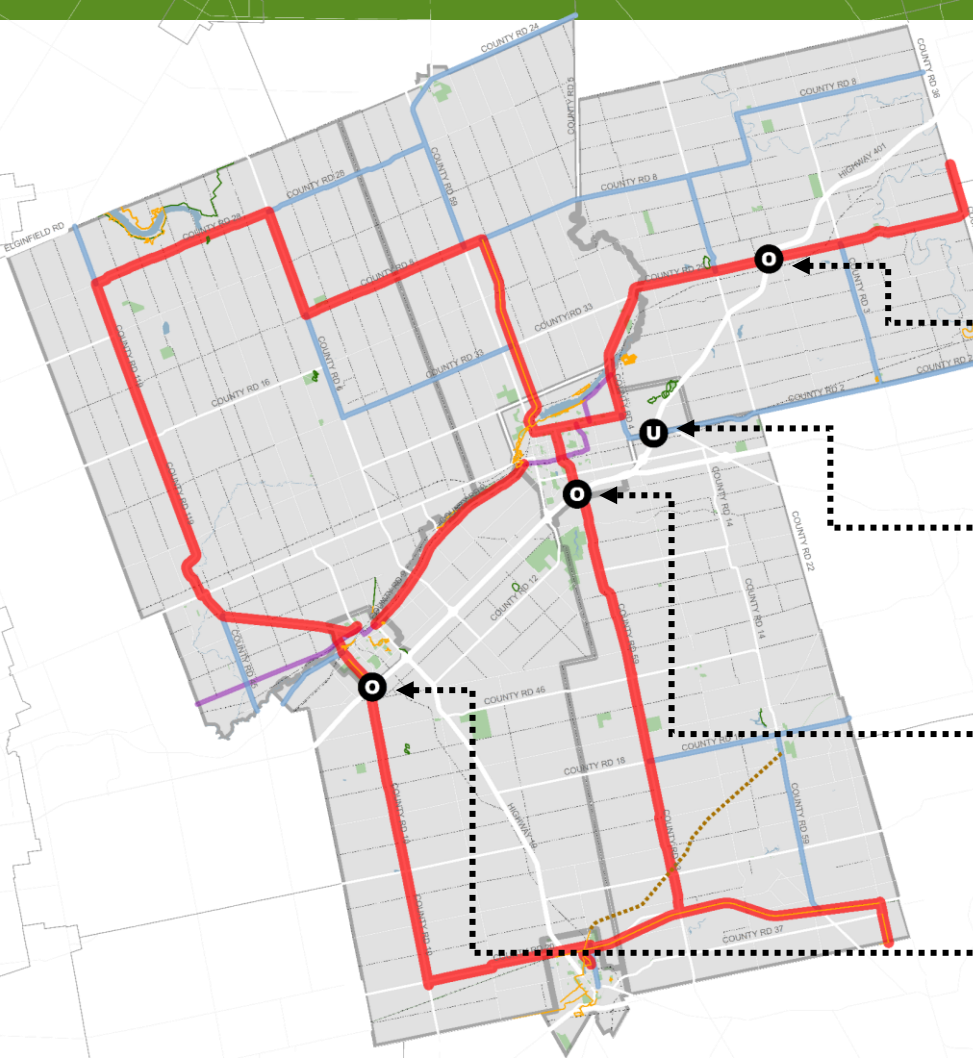


What could this look like?



# Other design considerations

## Highway crossings along the proposed cycling network:



County Road 29 at Highway 401  
**Overpass crossing**



County Road 2 at Highway 401  
**Underpass crossing**



County Road 59 at Highway 401  
**Overpass crossing**



County Road 10 at Highway 401  
**Overpass crossing**

# Funding considerations

Fund	County Road		Local Road		Provincial Highway	
	On-road	In-boulevard	On-road	In-boulevard and off-road	On-road	In-boulevard
County Capital Budget & Internal Funding	✓	✓				
Development Charges	✓		✓			
External Funding Sources	✓	✓	✓	✓	✓	✓



# External Funding Sources

## Provincial Funding:

- + Ontario Municipal Commuter Cycling Fund
- + MTO now funding cycling elements under provincial jurisdiction that are part of the Province-wide Cycling Network
- + Provincial Gas Tax
- + Ontario Trillium Fund
- + Ontario Rural Economic Development Fund
- + Tourism Development Fund

## Federal Funding:

- + Investing in Canada Program (40% of municipal projects with minimum 33.3% of eligible costs):
  - + Public Transit – improve access to public transit
  - + Green – access to clean energy transportation
- + Investing in Canada COVID-19 Resiliency Stream (80/20 split, up to \$10M for each municipality receiving funding, total \$3.3B)
- + Healthy Communities Canada Funding Initiative (\$31M)
- + Green Municipal Fund (Federation of Canadian Municipalities)
- + Federal Gas Tax

# Maintenance Considerations

Maintenance should be part of a commitment to provide high-quality routes and facilities. It is recommended that the maintenance of on-road cycling facilities reflect the guidance that has been set out in **O. Reg 366/18: Minimum Maintenance Standards for Municipal Highways**.

Maintenance Type	Service Level Criteria
Sweeping (10.2.1)	Scheduled sweeping weekly to monthly; deploy resources outside of scheduled sweeping as soon as practicable after becoming aware of debris (O. Reg 239/02 s.9)
Surface Discontinuities (10.2.21)	Greater than 5cm height within 2 to 21 days after acquiring knowledge (O. Reg 239/02 s.16)
Cracking (10.2.2.2)	Greater than 5cm wide and 5cm deep (O. Reg 239/02 s.8)
Potholes (10.2.2.3)	600cm <sup>2</sup> by 8cm deep within 4 days (O. Reg 239/02 s.6)
Vegetation Management (10.2.3)	Routing mowing including daylight triangles at intersections, annual trimming of bike path trees
Drainage Improvements (10.2.4)	Part of annual inspection; respond to issues as needed
Signage and Markings (	Refreshed as needed

# What's next?

## Next steps

- + Document input from the INTAC meeting and make revisions as needed.
- + Present findings to the EXTAC / SAG
- + Proceed with final public engagement and outreach
- + Prepare Phase 2 report and master plan documentation.

## Staying in touch

**Jeff Axisa (Dillon)**

905.901.2912 ext. 3440

[JAxisa@dillon.ca](mailto:JAxisa@dillon.ca)

**Claire Basinski (WSP)**

519.904.1737

[claire.Basinski@wsp.com](mailto:claire.Basinski@wsp.com)





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## OXFORD CMP WEB-CONTENT UPDATES

The County-hosted project webpage remains the main point of information for the Cycling Master Plan (CMP) project. The intent of the webpage is to:

- 1 Inform those who visit the site of the overall intent and purposes of the CMP;
- 2 Educate those who visit the site on the consultation process, overall objectives, project milestones and FAQs; and
- 3 Connect residents to the online engagement tools.

The project webpage will be hosted on a dedicated website hosted through by Oxford County on its Speak Up, Oxford! platform. WSP has prepared the following content which is meant update the project webpage to reflect the progress that has been made on the development of the CMP to date.

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### IMPORTANT UPDATE – PUBLIC INFORMATION SESSION!

**PUBLIC INFORMATION SESSION:** We will be hosting a LIVE online Public Information Session on this page on Thursday February 4<sup>th</sup>, 2021 from 7:00-8:30 pm. There will be a brief presentation followed by a Question and Answer Session, where members of the consulting team and County staff will be available to answer your questions. A recording of the session will be available following the event, with additional opportunities to have your questions answered by our project team using the Question and Answer section on this page until the end of the day on Tuesday, February 16<sup>th</sup>, 2021.

Oxford County is in the process of completing a county-wide Cycling Master Plan. The plan will build on work already taking place to promote commuting by bicycle, connect roadway cycling routes to off-road trail networks, and enhance tourism opportunities.

The core objectives of the Cycling Master Plan are to:

- Better connect significant community areas and key destinations through municipal cycling and trail networks that also align with provincial cycling initiatives, such as the province-wide cycling network;
- Plan for multi-modal connections between cycling and public transit, car pool lots, and passenger rail service, and identify commuter cycling routes to support travel by bike to and from work or other major trips; and,
- Support education and promote tourism opportunities to create a stronger culture of cycling in Oxford County.



## WHAT WE'VE HEARD

Through our initial consultations, our team has been refining the recommended cycling network in Oxford County, arriving at a tiered approach that features a Primary Cycling Network that connects many of Oxford County's key destinations and a secondary network that will serve the growing number of recreational and touring cyclists in the area.

Our network is based on the feedback that was received during the Phase 1 Consultations. Most respondents indicated that **the presence of barriers such as busy roads and the lack of safe, connected cycling routes connecting to key destinations were the key things that prevented them from riding a bike more often in Oxford County**. We also heard that investments in cycling infrastructure should be used to increase the number of opportunities for people to cycle and use trails, and to improve the quality of life for those who call Oxford County home.

The input received to date has been incorporated into our Phase 1 Report, which you can find here. (INSERT LINK)

## HAVE YOUR SAY!

As we move towards completion of the CMP, we want to hear from you about some of the final details that will make this plan work for Oxford County. Please take the time to complete the Phase 2 Survey Below. The survey is open now until the end of the day on Friday, February 5<sup>th</sup>. It includes an online mapping tool that lets you highlight where you would like cycle supportive amenities like bike parking, bike repair stands and more, and an opportunity to tell us what elements of the Primary Cycling Network you feel should be prioritized for implementation.

[Insert Survey Link Here](#)

### Other ways to provide your input:

- **EMAIL:** Send your comments by email to Teresa Fediw, Project Engineer, Oxford County, [tfediw@oxfordcounty.ca](mailto:tfediw@oxfordcounty.ca)
- **MAIL:** Send your written comments to Teresa Fediw, Project Engineer, Oxford County, 21 Reeve Street, P.O. Box 1614, Woodstock, Ontario, N4S 7Y3

## SURVEY QUESTIONS:

### Section #1: Route Prioritization

Below you will see a map of the proposed Primary Cycling Network for Oxford County. Segments of the network have been grouped and colour coded into 9 segments. Tell us which 3 segments you feel should be the top priority.

[Insert Map of Network Segments, with descriptions of each segment from Phase 2 Draft Report. Have checkbox options and allow 3 submissions for respondents to vote on their top 3 priorities.](#)

### Section #2: Bicycle Parking

1. How often do you currently use bicycle parking within Oxford County? (**Radio Button**, Choose one)

- a. Daily
- b. A couple of times a week
- c. A couple of times a month

- d. A couple of times a year
- e. Never

2. How satisfied are you with the availability of bicycle parking in Oxford County? (**Radio button**, choose one)

- a. Very Satisfied
- b. Somewhat satisfied
- c. neither satisfied nor dissatisfied
- d. somewhat dissatisfied
- e. very dissatisfied
- f. Not Applicable/Don't Know

3. What type of bike parking do you currently use on a regular basis? (**Checkboxes**, Select all that apply)

- a. On street bike parking i.e. ring and post
- b. bike room or bike locker
- c. bike rack in a parking structure
- d. locked to a non-bike rack structure (tree, garbage can etc.)
- e. bring your bike into your office / workplace
- f. leave bike unsecured
- g. other - please describe

4. How concerned are you about bike theft in Oxford County? (**Radio button**, choose one)

- a. Very Concerned
- b. Slightly concerned
- c. not very concerned
- d. not at all concerned
- e. not applicable / don't know

5. How important is the availability of safe, secure bike parking for you in choosing whether or not to ride your bike to a particular location? (**Radio button**, choose one)

- a. Very important
- b. somewhat important
- c. neutral
- d. somewhat unimportant
- e. not at all important
- f. Not applicable/don't know

6. If you had the option to access a secure bike storage room (monitored electronically, controlled access via a fob etc.), at your workplace or at important transportation hubs (VIA Stations, for example) would you be willing to pay a small fee for this service? (**Radio button**, select one)



- a. Yes
- b. No

7. If yes, how much would you be willing to pay for a month of unlimited access? (**Numerical input**)

7. If no, to question 6, why not? (**Text box**)

### **Places Tab**

8. Where would you like to see other supportive facilities for cycling in Oxford County? Place a pin where you would like to see an amenity and, if there is already an item placed where you would like to see that amenity, add another pin beside it to ensure that we know it is a high priority.

### **Types of Pins:**

- a. Short Term Bike Parking (Ring and post)
- b. Long-Term Bike Parking (Bike Lockers, secure bike room etc)
- c. Showers
- d. Locker/ Change Rooms
- e. Bicycle repair stands
- f. Bicycle part vending machines
- g. Other (please describe)

Page Break

### **Section #3 - Maintenance**

1. During which seasons do you typically ride your bike at **least once a month**? (**Checkbox**, select all that apply)

- a. Spring
- b. Summer
- c. Autumn
- d. Winter

2. During which seasons do you typically ride your bike at **least once a week**? (**Checkbox**, select all that apply)

- a. Spring
- b. Summer
- c. Autumn
- d. Winter



3. How would you rate the following maintenance practices for the County's cycling infrastructure? (**Likert Scale** – Very good, good, fair, poor, no maintenance evident)

- a. Vegetation management (keeping weeds, grass and trees from encroaching on the bike lane or trail)
- b. Sweeping / debris removal
- c. Surface repair / Potholes
- d. Snow clearance
- e. Ice removal / prevention

4. If you knew that specific cycling routes you frequently use were scheduled to be cleared of snow and ice with the same level of priority as roadways, how likely would you be to ride your bike during the winter? (**Radio button**, select one)

- a. Very Unlikely
- b. Unlikely
- c. A bit more likely
- d. Very likely

5. Oxford County currently has limited resources available to perform winter maintenance on its cycling infrastructure. Would you rather see the County adopt: (**Radio button**, select one)

- a. a higher standard of maintenance on a smaller number of priority routes (for example, key routes could be cleared by 7am on weekdays, and would be cleared again before the afternoon commute as needed) or
- b. an approach that focuses on clearing more routes, but with a less reliable standard of maintenance (for example, if the routes cleared by the County required 2 days to clear fully, some routes may not be cleared until 24-36 hours after a snowfall event)

Page Break

#### **Section #4: Signage & Wayfinding**

1. Do you think that there is a consistent approach to wayfinding and signage within Oxford County? (**Radio button**, select one)

- a. Yes
- b. No

2. How would you rate your satisfaction with the availability and use of signage and wayfinding for active transportation in your daily life in Oxford County? (**Radio button**, select one)

- a. Very satisfied
- b. somewhat satisfied
- c. neither satisfied nor dissatisfied
- d. somewhat dissatisfied
- e. very dissatisfied

f. Not Applicable / Don't Know

3. For each of the following sign types:



Figure 1 Road Name Plate. Purpose: Identifies the location of a cycling route in a minimalist format to reduce signage clutter.

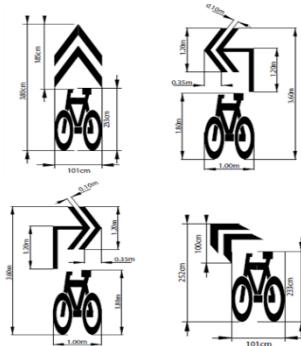


Figure 2 Pavement Markings. Purpose: Can support wayfinding signage to ensure turns are not missed and can assist with cycling positioning along shared facilities.



Figure 3 Trailhead Signage. Purpose: Mark major entrances or gateways to trail facilities.



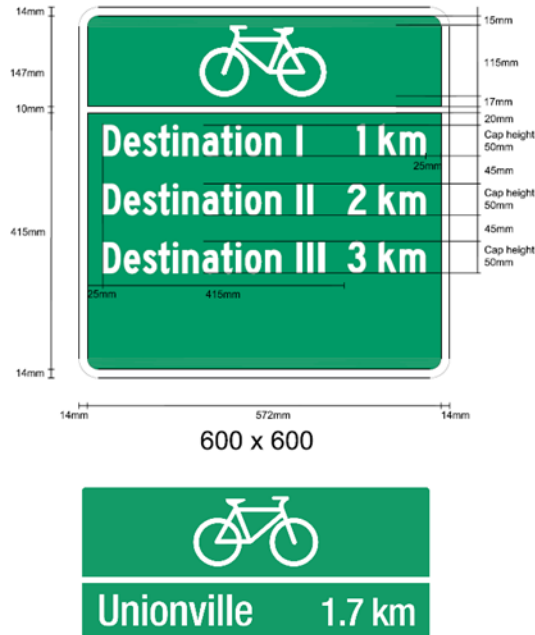


Figure 4 - Confirmation Signs. Purpose: Reinforces the location of a cycling facility and its direction of travel after turns and to all nearby traffic.



Figure 5 Turn Signs. Purpose: Combined with directional pavement markings to direct cyclists across turns in a bikeway's alignment.



Figure 6 Decision Signs. Purpose: Provides direction at key junctures, directs cyclists to key destinations and allows cyclists to orient themselves



**Include the following 3 questions for each signage type image**

Please indicate your familiarity with the sign shown below:

I have seen signs like this in Oxford County and understand what they mean

I have seen signs like this in Oxford County, but don't know what they mean

I have not seen signs like this in Oxford County

On a scale of 1 to 4 where 1 makes no difference to you and 4 means it would make a significant positive impact to your cycling experience, how would you feel about seeing more signs like this in Oxford County?

1 – No impact at all

2 – Very little impact

3 – some positive impact

4 – significant positive impact

5 - Not Applicable / Don't know

(Optional) – tell us more about why you feel that way about this type of signage.

4. Do you think the County should work with municipalities and other stakeholders to develop a consistent approach to signage throughout the County? (**Radio Button**, select one)

- a. Yes
- b. No

5. Do you think that the County should explore specific branding around cycle tourism implemented through a signage and wayfinding strategy? (**Radio Button**, select one)

- a. Yes
- b. No

8. If yes, why? (**Textbox**)

9. If no, why?(**Textbox**)

## PROMOTIONS AND NOTIFICATIONS

To promote the Phase 2 Survey and the upcoming PIC, our team proposes making use of the following mailing lists

Suggested Tweets / Facebook posts:

HAVE YOUR SAY: Oxford County is looking for feedback about its upcoming Cycling Master Plan. We want to hear from you, so please provide your input here: [LINK TO CMP Page](#)



Did you know that Oxford County is developing a Cycling Master Plan? We're looking for your feedback as it moves towards completion – you can learn what has already been done and have your say here: [LINK TO CMP PAGE](#)

Where do you like to bike in Oxford County? Tell us what routes you think are most important, what types of amenities you would like to see and how we can add signs to make it all easier to navigate. Take our survey here today: [LINK TO CMP PAGE](#)

For an online PIC occurring on February 4<sup>th</sup>, the ideal timeline for promotions would be for them to begin by **January 21, 2021** to allow for 2 weeks of notice. In addition to social media posts, it is suggested that email blasts be sent out through partner organizations and participants who provided contact information during the engagement for Phase 1. The notifications are provided below.

## **STAKEHOLDER NOTIFICATION**

Hello Oxford County Cycling Stakeholders;

As Oxford County works in concert with our project team at WSP Canada Inc to prepare our Cycling Master Plan, we are once again looking for your valuable input. In the coming weeks there are two opportunities to learn more about the progress that has been made on the CMP and to provide additional feedback to inform the details of the plan.

The first opportunity to provide feedback is a new Survey that is currently live on the Have Your Say Oxford page here: [Cycling Master Plan | Speak Up, Oxford! \(oxfordcounty.ca\)](#). This survey will help our team to establish priority routes for implementation and understand the preferences of the community with regards to some of the supportive features for cycling like bike parking, wayfinding signage and more.

The second opportunity for feedback is at our Live Online Public Information Session, taking place on February 4<sup>th</sup> from 7:00 – 8:30 pm. This event will be hosted via Zoom, with a livestream also available on the Have Your Say Oxford page. The Public Information Session will provide a brief update of the work that has been done so far and will then feature a Q and A session with members of the project team. A recording of the session will be available following the live session, with our team being available to answer additional questions through the Have Your Say Oxford site until Tuesday, February 16<sup>th</sup>.

Our goal is to present the completed Plan to County Council before the end of the first quarter of 2021, and your feedback will help shape the final details of this project. We would appreciate your input, and look forward to hearing from you!

## **NEWSLETTER BLURB**

The following is a short description of the upcoming input sessions that can be included in newsletters of other stakeholder organizations who have taken an interest in the development of the CMP.

### **UPDATE: Oxford County's Cycling Master Plan**

Oxford County is in the final stages of creating a Cycling Master Plan, and they are looking for your feedback! In the coming weeks, there are two ways to provide your input into this important planning document.

There is a brief survey about route prioritization and supportive facilities that is available here: [Cycling Master Plan | Speak Up, Oxford! \(oxfordcounty.ca\)](#).



Additionally, the County will be hosting a Live Online Public Information Session, taking place on February 4<sup>th</sup> from 7:00 – 8:30 pm. This event will be hosted via Zoom, with a livestream also available on the Have Your Say Oxford page. The Public Information Session will provide a brief update of the work that has been done so far and will then feature a Q and A session with members of the project team. A recording of the session will be available following the live session, with our team being available to answer additional questions through the Have Your Say Oxford site until Tuesday, February 16<sup>th</sup>. The final Cycling Master Plan document should be available for public review and comment shortly after the completion of these engagements, so have your say in the final details of this project!

## NOTICE OF ROUND 2 ENGAGEMENT – PUBLIC OPEN HOUSE

### Oxford County Cycling Master Plan

Oxford County is nearing the completion of the development of the County's **Cycling Master Plan**. The purpose of the plan is to expand upon the significant work completed by the County and its partners to promote on and off-road cycling and to enhance routes, facilities, programs and policies. The plan is being developed to encourage greater use of cycling as a form of transportation for day to day trips and recreation in support of wider strategic priorities as identified by the County such as climate change. Since December 2019; Oxford County has been working with the area municipalities and key stakeholders to inform the development of the Cycling Master Plan. The Master Plan is being completed consistent the Municipal Class Environmental Assessment (EA) requirements including milestones for engagement with members of the community and stakeholders. To inform the development of the Cycling Master Plan, two rounds of engagement were identified and scheduled.

The first round of engagement was held between June and August 2020 which focused on informing the identification of the cycling vision and objectives as well as challenges and opportunities for improvement related to routing, design, policies and programs. Oxford County is now embarking on the second round of engagement and community outreach! The purpose of the second round of engagement will be to:

- Review and confirm the proposed active transportation routes and facilities as well as associated phasing including short, medium and long-term priorities;
- Determine a preferred approach for public promotion and outreach to encourage greater Cycling use; and
- Establish buy-in to the recommendations and strategies identified as part of the Cycling Master Plan document.

Due to COVID-19 restrictions and for the safety of community members, the second round of engagement will be held in virtual format. For this round of engagement, there will be a number of opportunities for you to participate and provide input including:

1. Visiting the project webpage to learn about the work completed to date and to review the outcomes of Phase 1 of the project as documented in the Phase 1 report.
2. "Attending" the virtual public open house including a presentation followed by a question and answer with members of the project team. Details on the session are listed below:
  - a. Date
  - b. Time
  - c. Zoom Link
3. Complete the short 10-15-minute online survey as well as the interactive mapping tool to identify network priorities included on the project webpage.
4. Reach out to one of the project team members listed below with any questions or comments you may have:

**Jeff Axisa**  
Oxford County Project  
Manager  
[jaxisa@dillon.ca](mailto:jaxisa@dillon.ca)  
(905) 901-2912 ext. 3440

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# CYCLING MASTER PLAN



## Public Input Session

February 25<sup>th</sup>, 2021  
7:00 PM – 8:30 PM



# Agenda

1. CMP Purpose & Approach
2. Phase 1 Overview & Outcomes
3. Phase 2 Overview & Outcomes
4. Discussion & Next Steps

# Purpose

- + To provide an overview of the project process and work completed to date;
- + To present the outcomes and recommendations from Phases 1 and 2 of the project;
- + To answer any questions pertaining to the project process or outcomes; and
- + To outline next steps for the Cycling Master Plan.



# CYCLING MASTER PLAN



# CMP Purpose & Approach

# Cycling Master Plan Overview

## The CMP will...

- + Build on plans
- + Provide a blueprint
- + Align with guidelines
- + Provide an implementation tool
- + Provide policy guidance
- + Assist with programs and partnerships

## With the goals of...

- + Improving cycling safety and connectivity
- + Addressing cycling barriers with realistic solutions
- + Promoting active transportation for a range of trip types and increasing access to employment and connecting community hubs
- + Designing for a range of cyclist skills and abilities



# CMP Process

*Developed to fulfill Phases 1 and 2 of the MCEA master plan approach #1*

**April 2020**

**April 2021**

**Phase 1**

**Phase 2**

**Phase 3**

**We are here** 

## Establish Foundations

The development and confirmation of key project foundations and undertaking preliminary assessments of existing conditions and context for cycling within Oxford County.

## Develop the Network

The identification and confirmation of preferred routes and facilities that make up the Oxford County cycling network and supportive tools and strategies to support implementation.

## Documentation

The documentation of outcomes from Phase 1 and 2 of the project and the development and adoption of the cycling master plan report.

# Input Received

## INTAC Meeting:

- + Alignment with other County projects e.g. Future Oxford
- + Connectivity to major and minor destinations
- + Reference to specific priority projects and programs
- + Consideration for emerging trends e.g. e-bikes

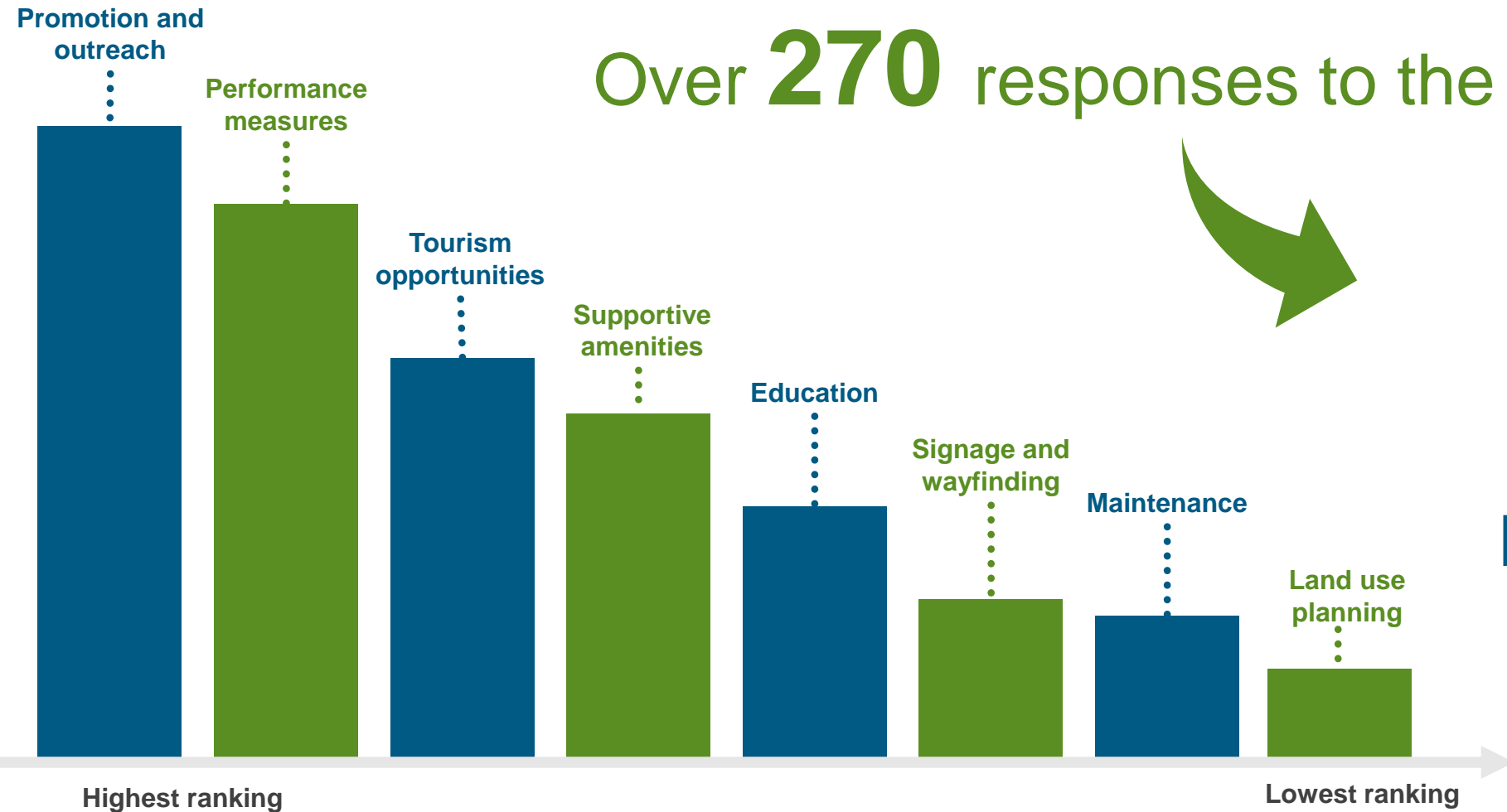
## EXTAC Meeting:

- + Encourage public-private partnerships for programming
- + Cycling network review by cycling groups
- + Long distances and low existing cycling demand identified as key challenge
- + Hire a cycling coordinator to secure funding
- + Identify links to minor communities
- + Connect to surrounding areas
- + Consideration for safety at high conflict points

# Activity #1

What are your top three priorities for the cycling master plan?

Over **270** responses to the online survey!



- Safety**
- Education & enforcement
- Rest areas
- Amenities**
- Trail connections
- Dedicated facilities**
- Awareness
- Designated routes**
- Secure

# Activity #2

*Please identify locations within Oxford County that represent existing cycling activity and improvements*

**61**

**528 markers submitted!**

## **Barrier markers**

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- + Dangerous highway crossings
- + No shoulders

**128**

## **Destinations markers**

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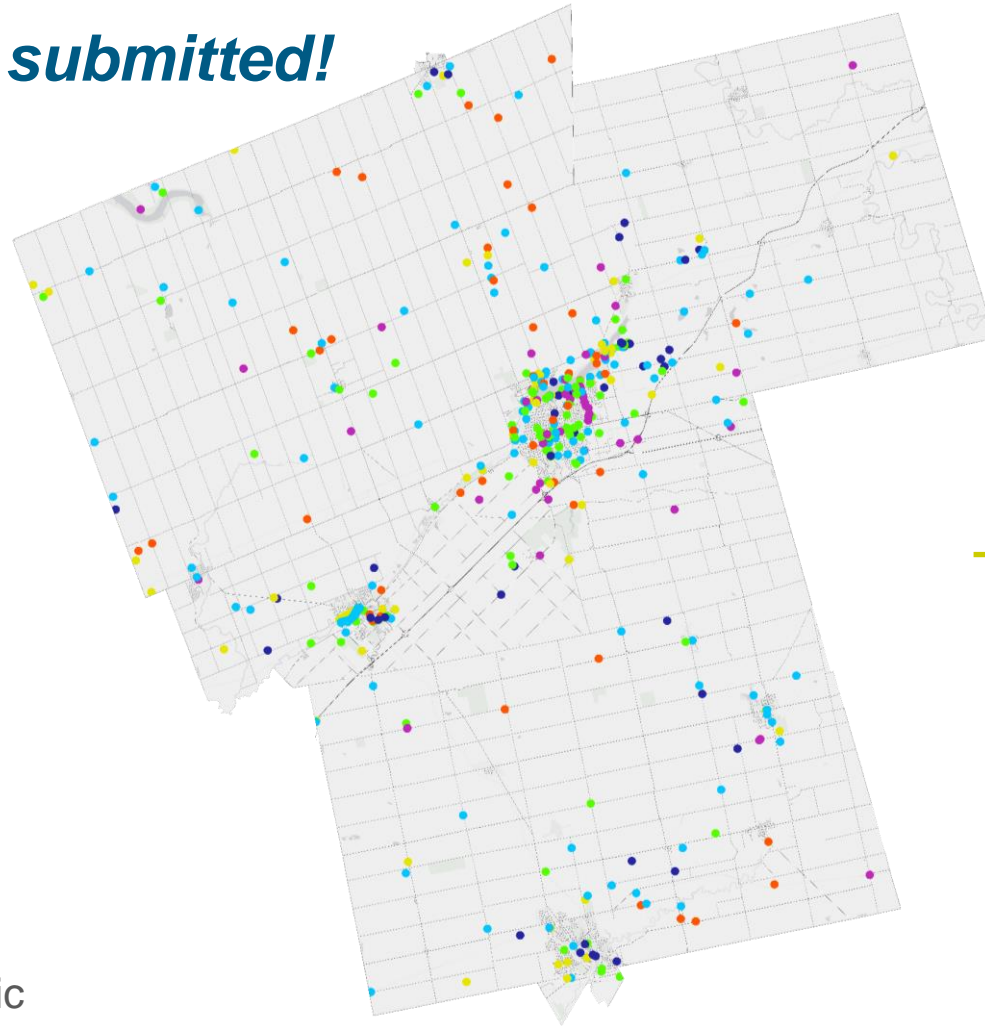
- + Conservation Areas, trails
- + Local shops, libraries, family

**51**

## **Existing route markers**

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- + Existing trails
- + Quiet roads with less vehicular traffic



**167**

## **Improvement markers**

---

- + Paved shoulders needed
- + Interest to pave gravel roads

**75**

## **Missing link markers**

---

- + Missing routes to existing trails
- + Missing links between communities

**47**

## **Other comment markers**

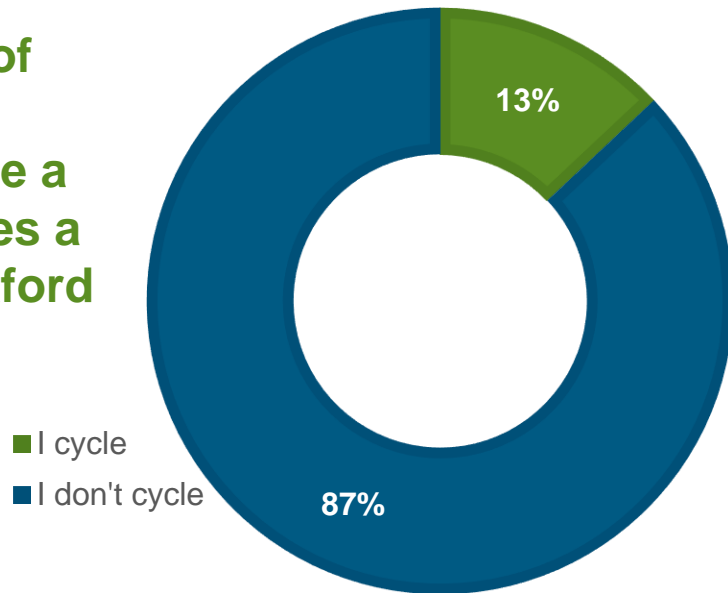
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- + Unsafe routes for cyclists
- + Need for amenities

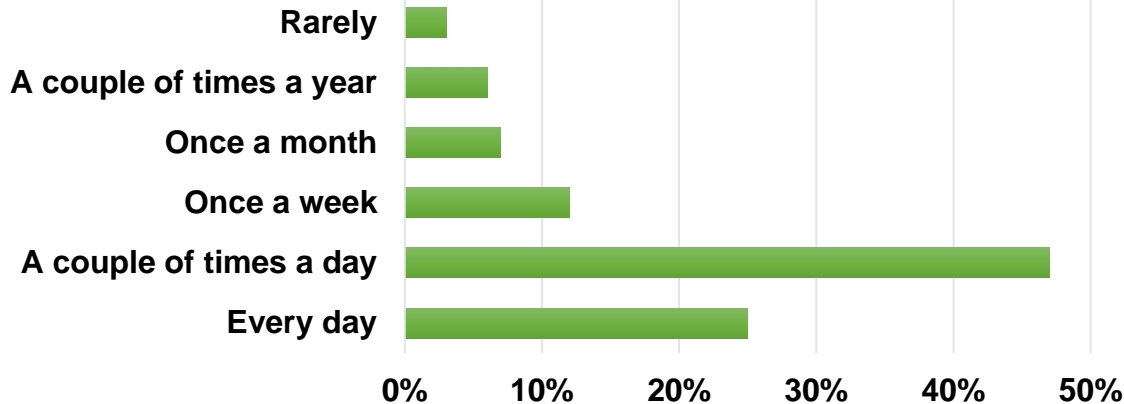
# Activity #3

Please answer survey questions to better understanding of why you do or do not cycle in Oxford County

The majority of respondents currently cycle a couple of times a day within Oxford County...



■ I cycle  
■ I don't cycle

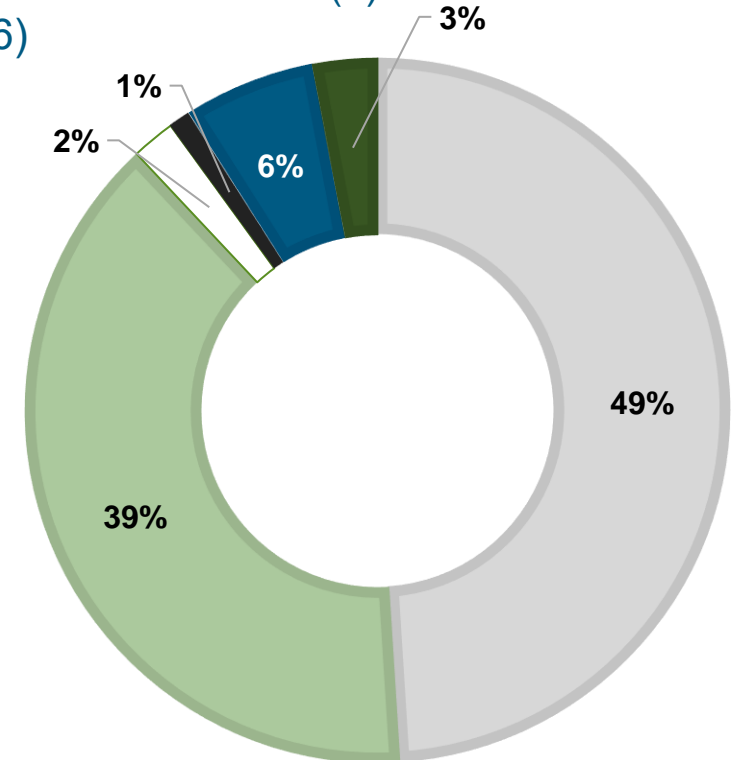


## Reasons not to cycle (in order of response):

- + Too many barriers like busy roads (39)
- + Bike routes are not clear or near me (11)
- + Lack of connectivity between destinations (6)
- + I don't feel comfortable (6)
- + I don't own a bike (5)

## Typical trip purpose types...

■ Fitness ■ Leisure  
■ Errands ■ Social  
■ Work ■ Other





# CYCLING MASTER PLAN



## Phase 1 Overview & Outcomes

# Phase 1 Overview

## Purpose:

- + Develop and confirm a cycling vision and objectives
- + Gain understanding of the existing cycling conditions
- + Document the potential improvement opportunities
- + Review policies and identify gaps and opportunities for improvement
- + Create the foundation for improved cycling awareness

## Outcomes:

- + CMP vision and objectives
- + Mapping of Existing Conditions
- + Development of Conditions Database
- + Summary of Applicable Policies
- + Recommended Policy Considerations
- + SWOT Analysis
- + Cycling Education Strategy
- + Draft and Final Phase 1 Report

# Cycling vision and objectives

*To create an integrated and connected cycling network that promotes active transportation, tourism, and low carbon travel options as part of a sustainable multi-modal transportation network*

## Economy

Cycling is a mode of transportation that can be used to get to and from employment areas by connecting major community hubs and supporting economic tourism.

## Community

Cycling is part of the culture of Oxford which is created through effective communication and engagement. Major communities and larger hubs within and outside of Oxford or accessible by bike for both recreational and commuting purposes.

## Environment

Cycling is integrated and enhanced by equitable and accessible programs and initiatives which is encouraged through partnerships, programs and incentives and part of a wider transportation demand management strategy.

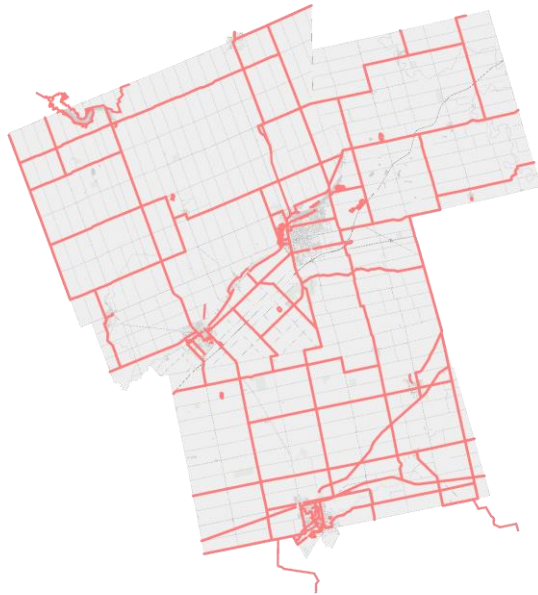
# Existing Cycling Routing

## MTO Province-wide Cycling Network



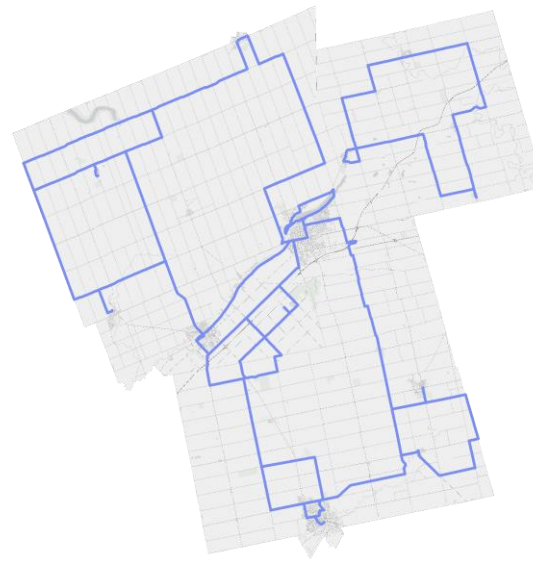
Facilitates inter- regional connectivity and access to communities within the Province.

## Oxford County Trails Master Plan (2014)



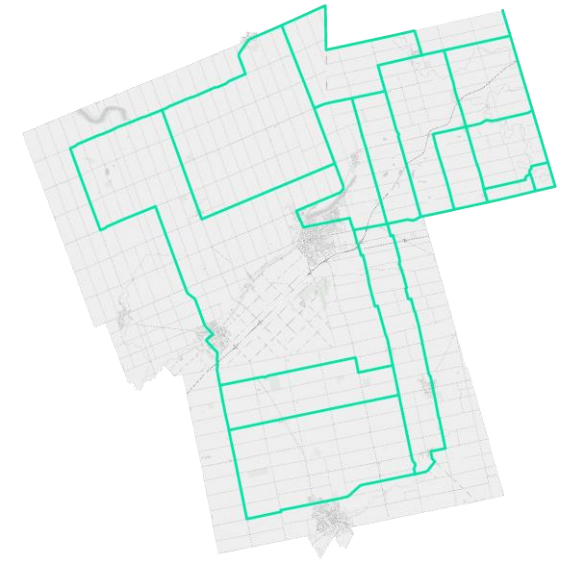
Connects to communities, built-up areas and trail destinations within Oxford County.

## Tourism Oxford Cycling Routes



Promoted by Tourism Oxford - minimal road improvements have been implemented.

## Routes identified by the Cycling Advisory Committee



Identified by the County's Cycling Advisory Committee as desirable routes for cycling.

# Existing Cycling Conditions

**No shoulder**

**Narrow gravel shoulder**

**Full gravel shoulder**

**Partial paved shoulder and gravel shoulder**

**Paved shoulder**

**Urban shoulder**

**Bike lane**



## Shoulder / facility width

0m shoulder

<1.0m gravel shoulder

>1.0m gravel shoulder

0.5 to 1.0m paved +  
1.0m gravel

≥1.0m paved shoulder

≥1.2m (white  
pavement marking  
from face of the curb)

1.5m

## Considerations

Not sufficient platform width to implement a designated or separated facility

Implementation of paved shoulders could be cost prohibitive on sections with narrow shoulders

Implementation of paved shoulders is more likely on sections with full gravel shoulders

Treatment reflects implementation of County's Paved Shoulder Policy

Some sections are narrower than recommended minimum width from OTM Book 18 (1.5m)

Road is marked with white pavement line, but no signage exists to identify it as a formal Bike Route

On-road designated facility for cyclists that is signed and marked

# Cycling in Oxford County

## Strengths

- + Engaged volunteers dedicated to cycling all around the County
- + Strong avenues of communication
- + Local leadership among municipalities creating support for cycling

## Weaknesses

- + Lack of education and awareness among people driving and cycling
- + Lack of connectivity and safe routes
- + Minimal bike parking capacity
- + Cycling Committee needs additional support internally

## Threats

- + Trails governance
- + Over-reliance on volunteers
- + Uncertain level of stakeholders support
- + Costs to implement relative to available budget
- + Viability of Highway 401 crossings



# Cycling in Oxford County

## Opportunities

### Infrastructure

- + Cross-boundary consistency
- + Priority Bike Routes
- + Bike Parking
- + Dedicated Funding
- + Leveraging County's Paved Shoulder Policy
- + TMP mode share target for AT identified at 7%

### Scaling up

- + Marketing for local cycling and stay-cations
- + ReCycle Cycles across the County
- + Create Family Bike Day Toolkit

### Youth focus

- + Introduce "Cycling Into the Future" into Oxford County
- + Expand resources for Active School Travel

### Internal support

- + Empower Cycling Committee
- + Deliver Commercial Driver Training
- + Monitor cycling up-take
- + Program Development and Support

# Policy Considerations

Cycling Policy  
Adopted

2012

Trails  
Plan

2014

Future Oxford Community  
Sustainability Plan

2015

TMP – AT  
Strategy

2019

INTEGRATED POLICIES

VISIONING

DEDICATED SECTIONS

AT Oriented  
Development

Maximizing access  
to land-uses by  
cycling and walking



Health & Well  
Being

Providing fair  
opportunities to  
reach full potential



Climate Change

Reducing carbon  
impacts to meet  
current targets



Micro Mobility

Supporting small-  
scale devices for  
transportation

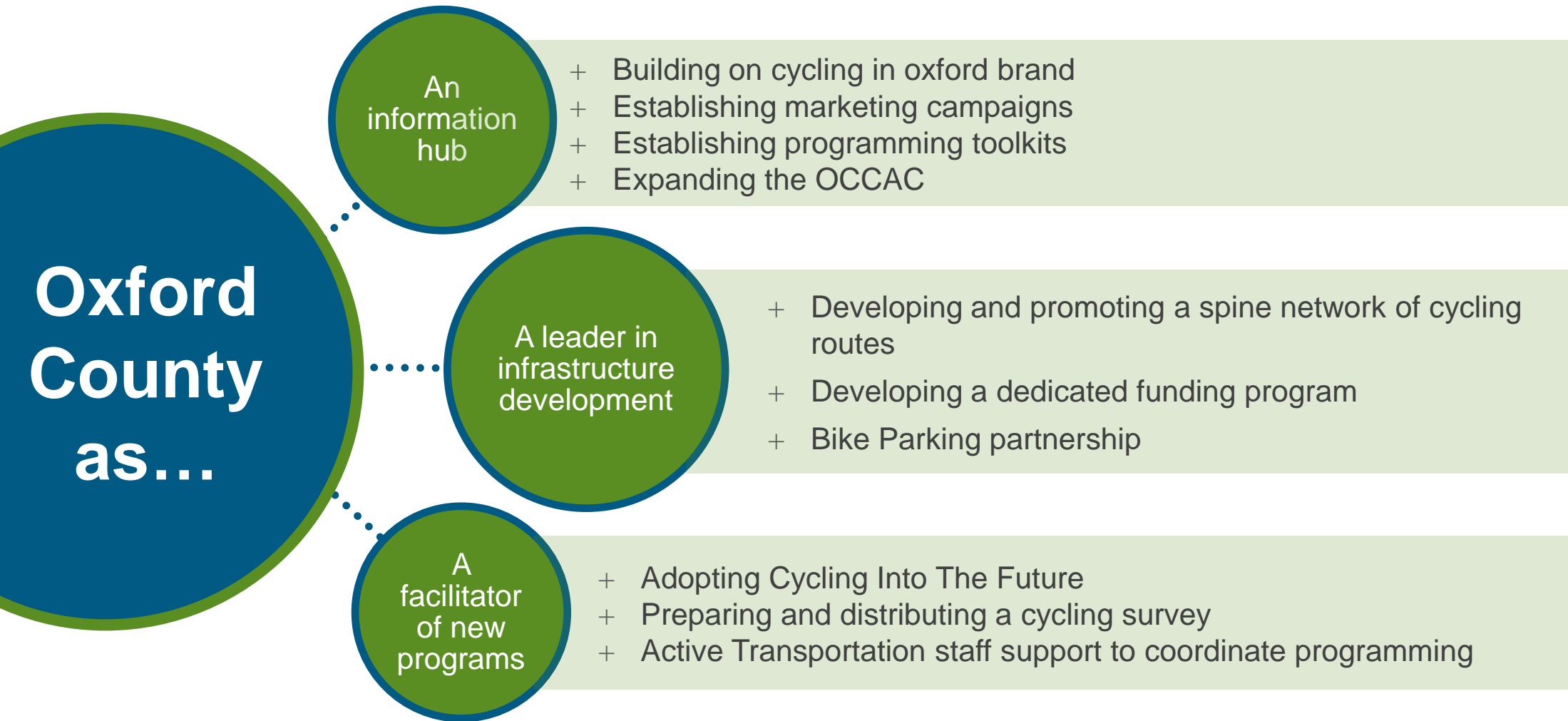


Sustainable  
Transportation  
Network

Planning and  
designing for people  
to age in place



# Education & Encouragement



# CYCLING MASTER PLAN



## Phase 2 Overview & Outcomes

# Phase 2 Overview

## Purpose:

- + Undertake the network development process
- + Identify and confirm preferred cycling routes and identify design solutions
- + Identify route priorities
- + Identify tools and strategies to support implementation of the cycling master plan
- + Identify funding tools and strategies

## Outcomes:

- + Route Selection Criteria
- + Mapping of Candidate Routes
- + Map of Preferred Routes & Facilities
- + Overview of Network Priorities
- + Implementation and Funding Strategy
- + Draft & Final Phase 2 Report

# Network assumptions

- + The network focuses on County Roads
- + Routes were evaluated based on two key criteria – connectivity and access as well as feasibility.
- + A system of critical connections will be assumed as the recommended network and the focus for implementation with routes that:
  - + Provide access to major communities and employment area building upon existing or planned local cycling networks / linkages
  - + Align with the province-wide cycling network
  - + Designs for users along high demand routes
  - + Supports wider tourism and community priorities.
- + Implementation of the proposed cycling network has been assumed for a 10-15 year horizon.
- + Should demand or interest be demonstrated as the primary network is built, a secondary network has been identified to increase connectivity and access.
- + The proposed cycling network focuses on meaningful design improvements with separated and designated facilities which are complemented by local network, Tourism Oxford routes or County-led branded wayfinding and signage.



# Network approach

1

Confirm existing conditions

1a

Inventory & Map Existing Conditions

1b

Identify Preliminary Level of Separation

2

Confirm Cycling Network

2a

Apply Criteria

2b

Confirm Preferred Routing & Route Hierarchy

3

Network Costing

3a

Confirm Separation Type & Potential Design Solutions

3b

Determine Cost Estimates for Proposed Network

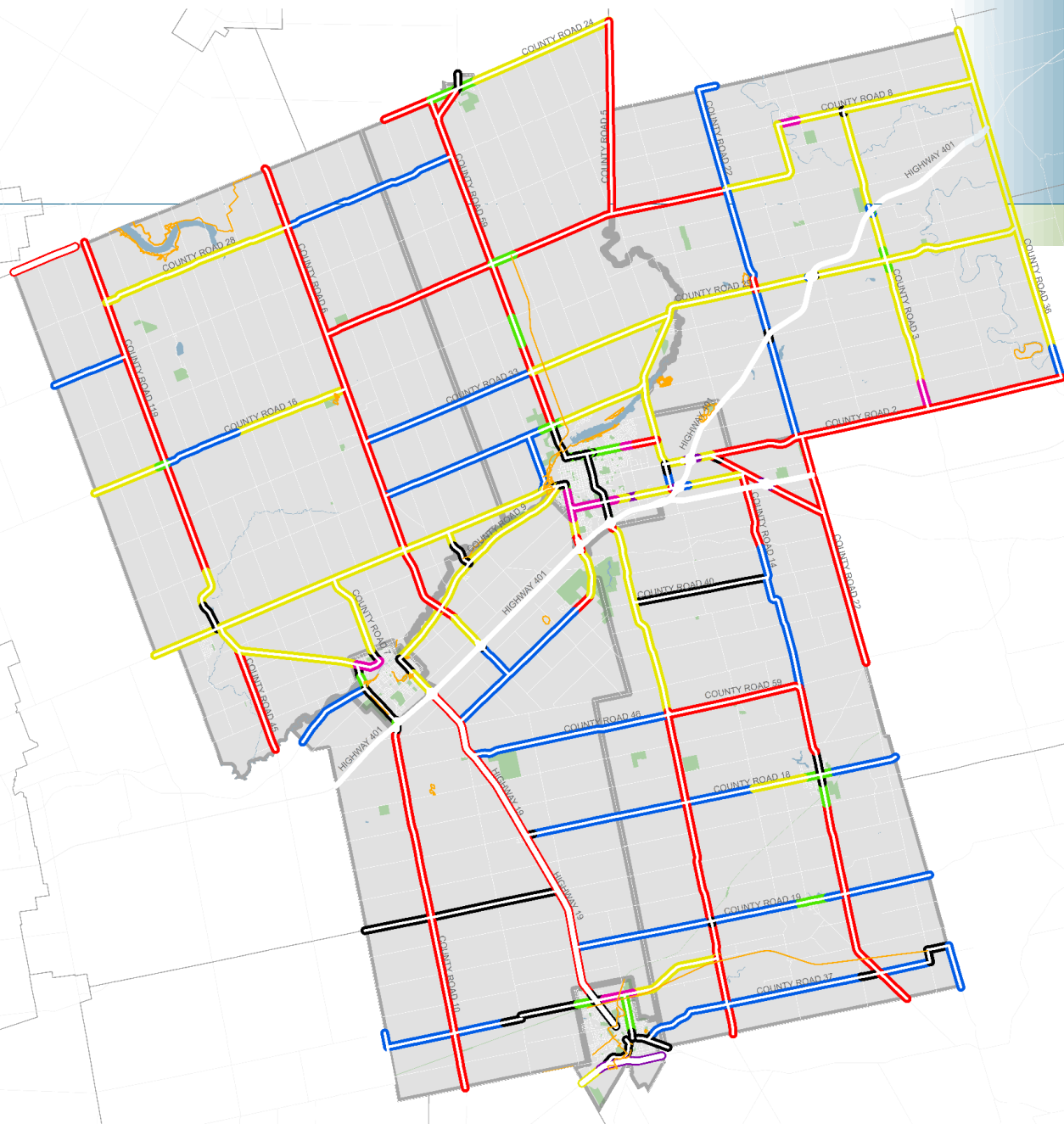
4


Network Prioritization

4

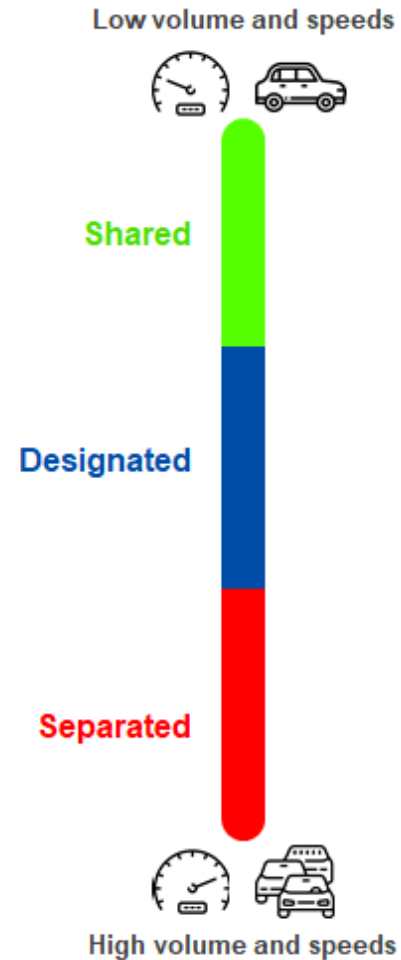
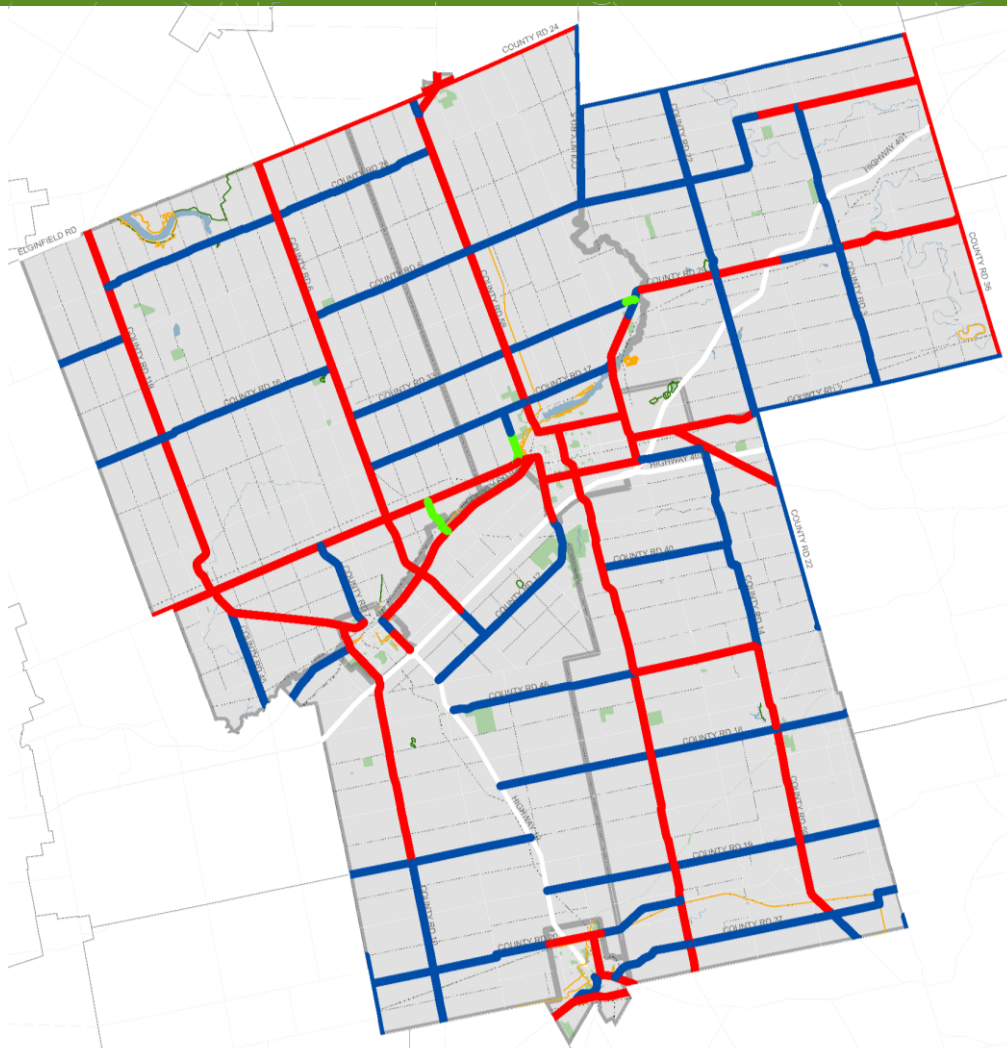
Identify Network Priorities & List of Projects

# Step 1a. existing conditions



-  No Shoulder
-  Narrow Gravel Shoulder
-  Full Gravel Shoulder
-  Partial Paved, Full Gravel Shoulder
-  Paved Shoulder
-  Urban Shoulder
-  Bike Lane

# Step 1b. level of separation needs

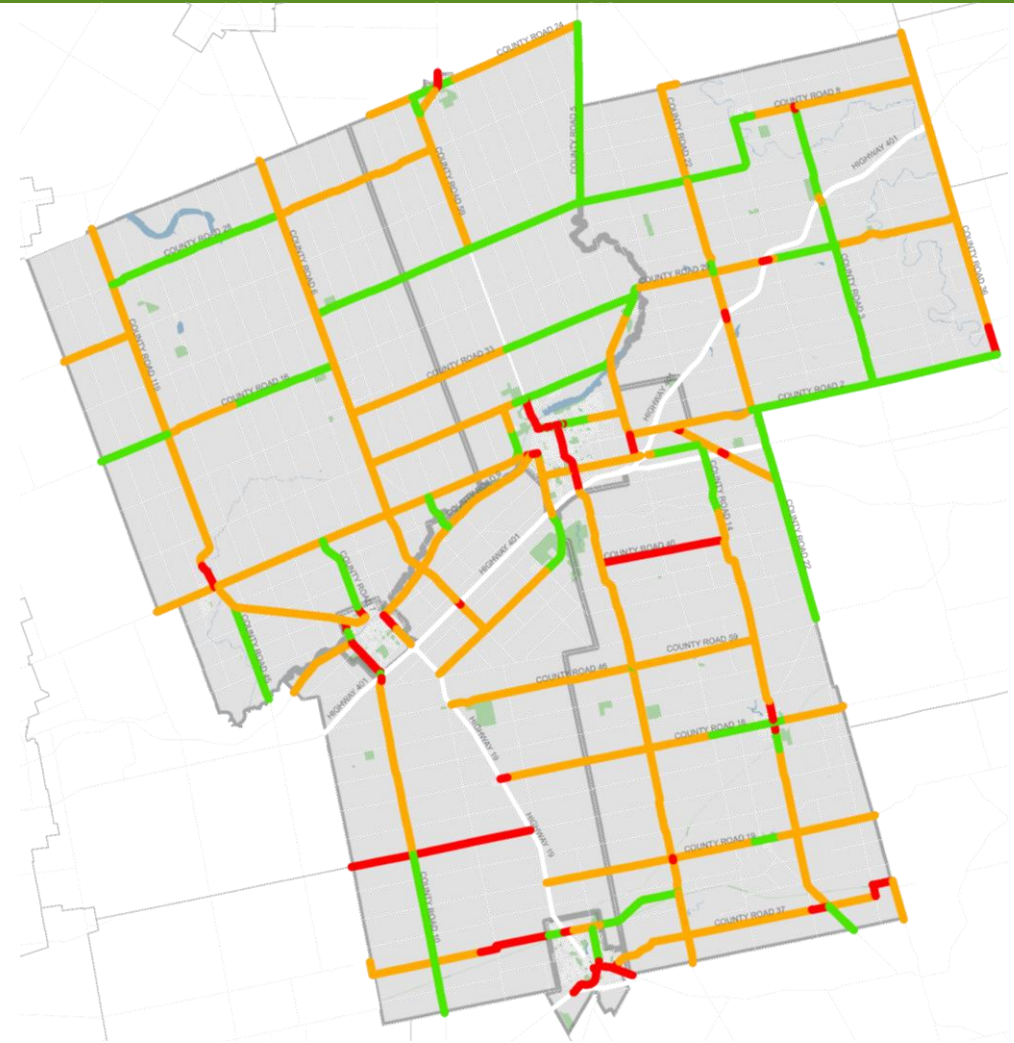


The proposed level of separation is determined based on the OTM Book 18 nomograph, taking **vehicular volumes** and the **posted speed limit** into consideration.

# Step 2a. criteria overview

Hierarchy	Criteria #1: Feasibility	Criteria #2: Connectivity & Accessibility			
		Access	Destinations	Users	Demand
<b>Primary Routes</b>	Higher intervention for greater level of separation	<p>Core north-south, east-west linkages within the County</p> <p>Emphasis on enhanced tourism</p>	<p>Major settlement areas</p> <p>Community hubs</p> <p>Employment areas</p> <p>Weekday errands</p>	<p>Everyday cyclists</p> <p>Attentive cyclists</p> <p>Vulnerable cyclists</p>	Weekday high demand routes
<b>Secondary Routes</b>	Lower intervention for greater	<p>Rural focus and connections to surrounding municipalities</p>	<p>Weekend activities</p> <p>Smaller settlement areas</p> <p>Major trails</p> <p>Natural areas</p>	<p>Sport cyclists</p> <p>Recreational cyclists</p>	Weekend / off-peak high demand routes

# Step 2a. criteria application



Existing Conditions (Slide 24)	Recommended Level of Separation (Slide 25)		
	Shared	Designated	Separated
No Shoulder	\$	\$\$\$	\$\$\$
Partial Gravel Shoulder	\$	\$\$	\$\$\$
Full Gravel Shoulder	\$	\$	\$\$
Partial Paved Shoulder & Gravel Shoulder	\$	\$	\$
Paved Shoulder	-	\$	\$\$
Urban Shoulder	-	\$	\$\$
Bike Lane	-	\$	\$\$

- █ \$ Low degree of capital intervention
- █ \$\$ Moderate degree of capital intervention
- █ \$\$\$ High degree of capital intervention



# Step 2a. criteria application

## Previously Identified Routing



Previously identified cycling routes providing preliminary route alignment along County Roads

## Bikeable Areas & Destinations



Bikeable area as defined by 5km catchment areas of major communities and major and minor destinations for route connectivity

## Cycling Route Demand



Cycling demand based on existing user experience and frequency as identified by users through Strava



# Step 2b. confirm route hierarchy



## Primary Network

Critical corridors connecting to the urban centres and settlement areas within the County, as well as the Province-Wide Cycling Network and The Great Trail. Focuses on enhanced connectivity to major tourism destinations and potential for utilitarian travel.

200 km

## Secondary Network

Corridors that connect smaller settlement areas to the Primary Cycling Network, should there be demand, interest or funding available.

155 km

## Local Connecting Links

Part of the cycling network but includes routes on local roads (not under the County's jurisdiction) that form part of the MTO Province-wide Cycling Network.

20 km

## Proposed Off-road Trail

Proposed off-road trail from Tillsonburg to Norwich along an abandon rail corridor.

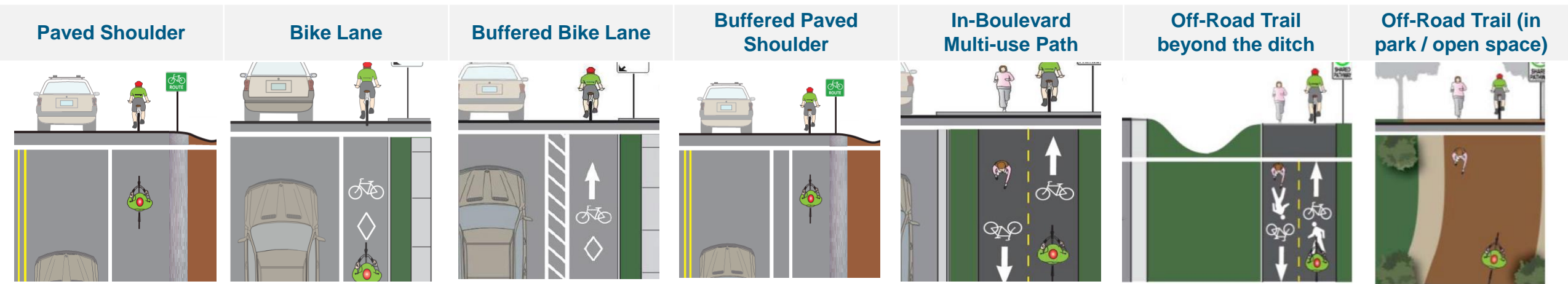
15 km

**Total**

**390 km**

# Step 3b. design options

Designated Facilities				Separated Facilities		
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## SPATIAL SEPARATION

## PHYSICAL SEPARATION



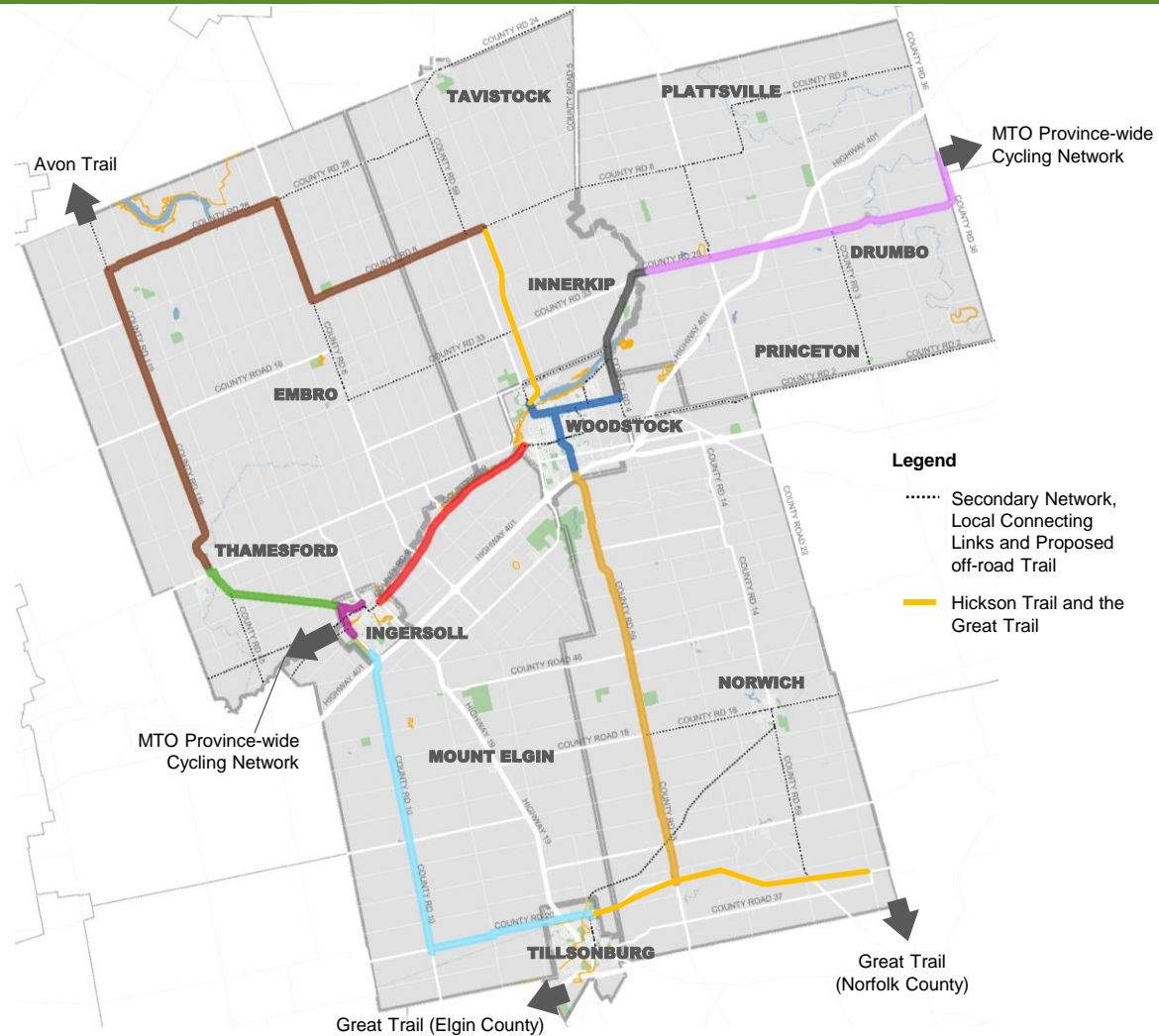
## LEVEL OF COMFORT



## Anticipated Level of Investment



# Step 4. network priorities



- 1 Cycling Improvements on County Roads (Woodstock)
- 2 Cycling Improvements on County Roads (Ingersoll)
- 3 Woodstock to Ingersoll Connection
- 4 Woodstock to Innerkip Connection (Province-wide)
- 5 Ingersoll to Thamesford Connection
- 6 Woodstock to The Great Trail Connection
- 7 Tillsonburg to Ingersoll Connection
- 8 Innerkip to County Boundary
- 9 Township of Zorra Loop



# 1. Cycling Improvements on County Roads (Woodstock)

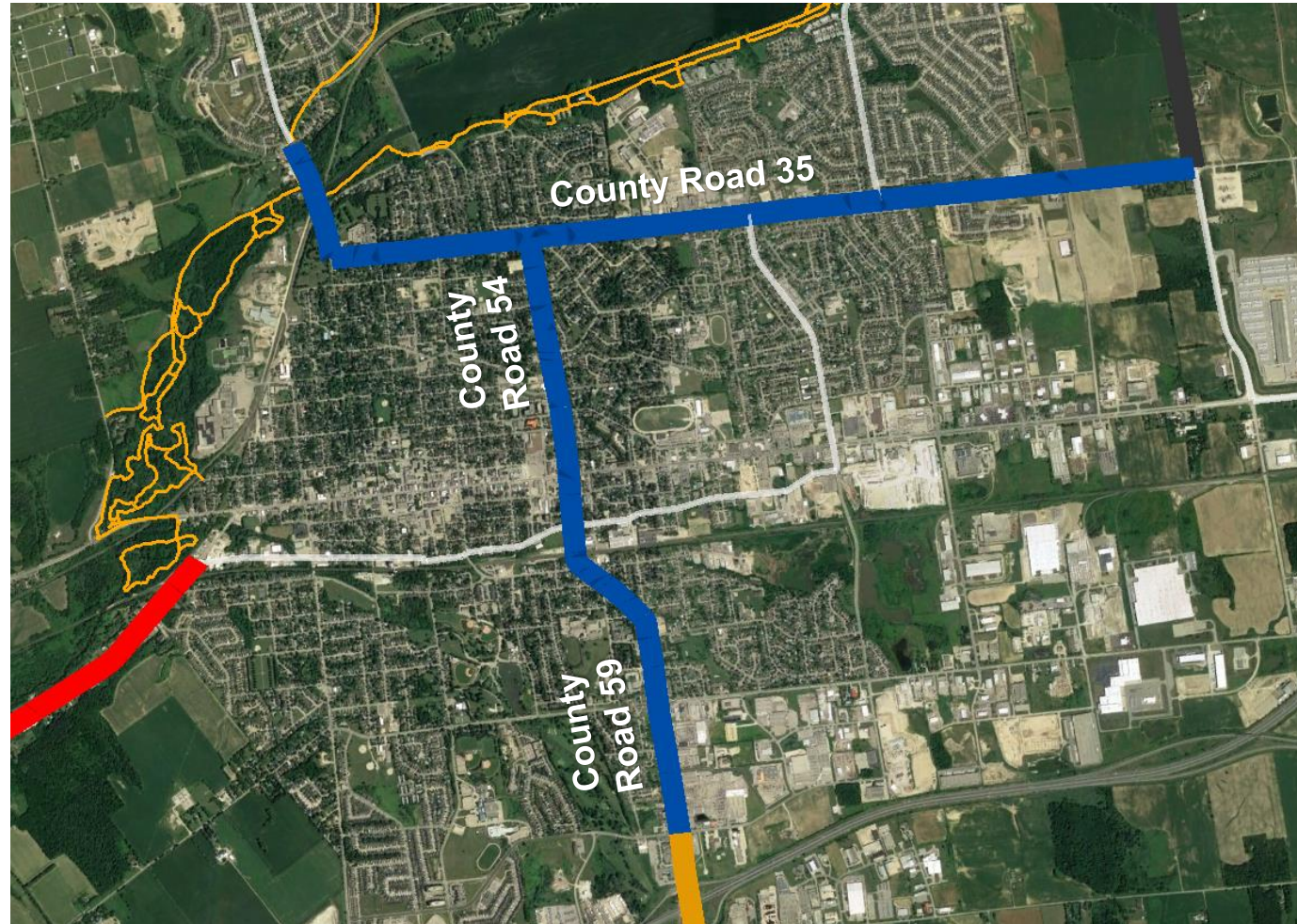
What does this look like now?



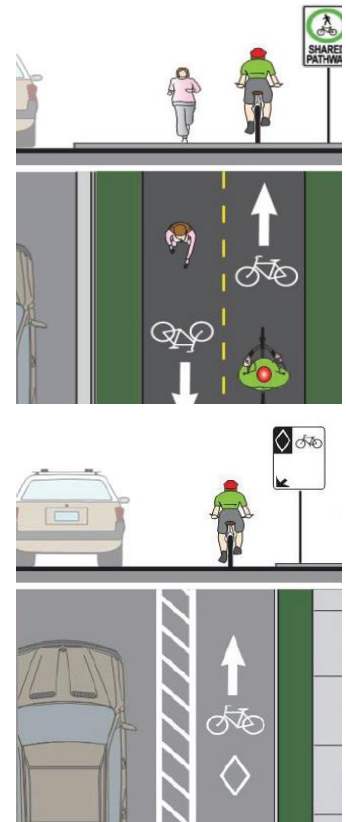
Devonshire Avenue / County Road 35



Huron Street / County Road 54



What could this look like?





# 2. Cycling Improvements on County Roads (Ingersoll)

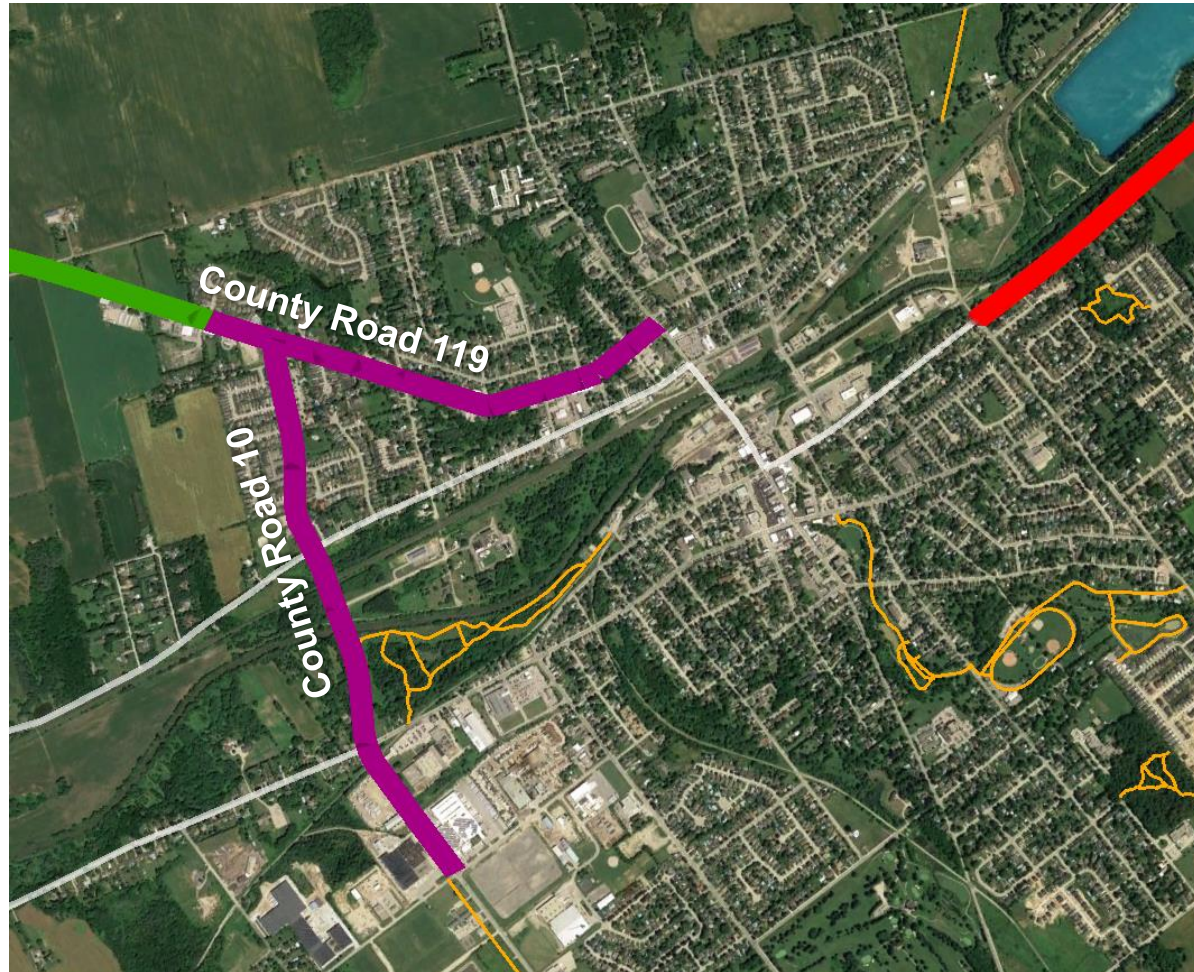
What does this look like now?



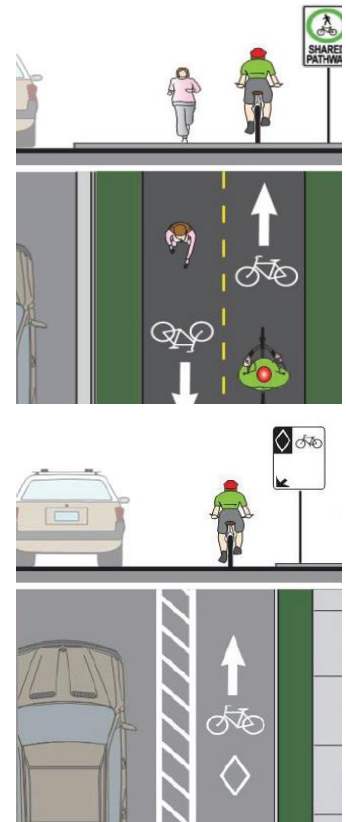
County Road 119 / Bell Street



Ingersoll Street / County Road 10



What could this look like?



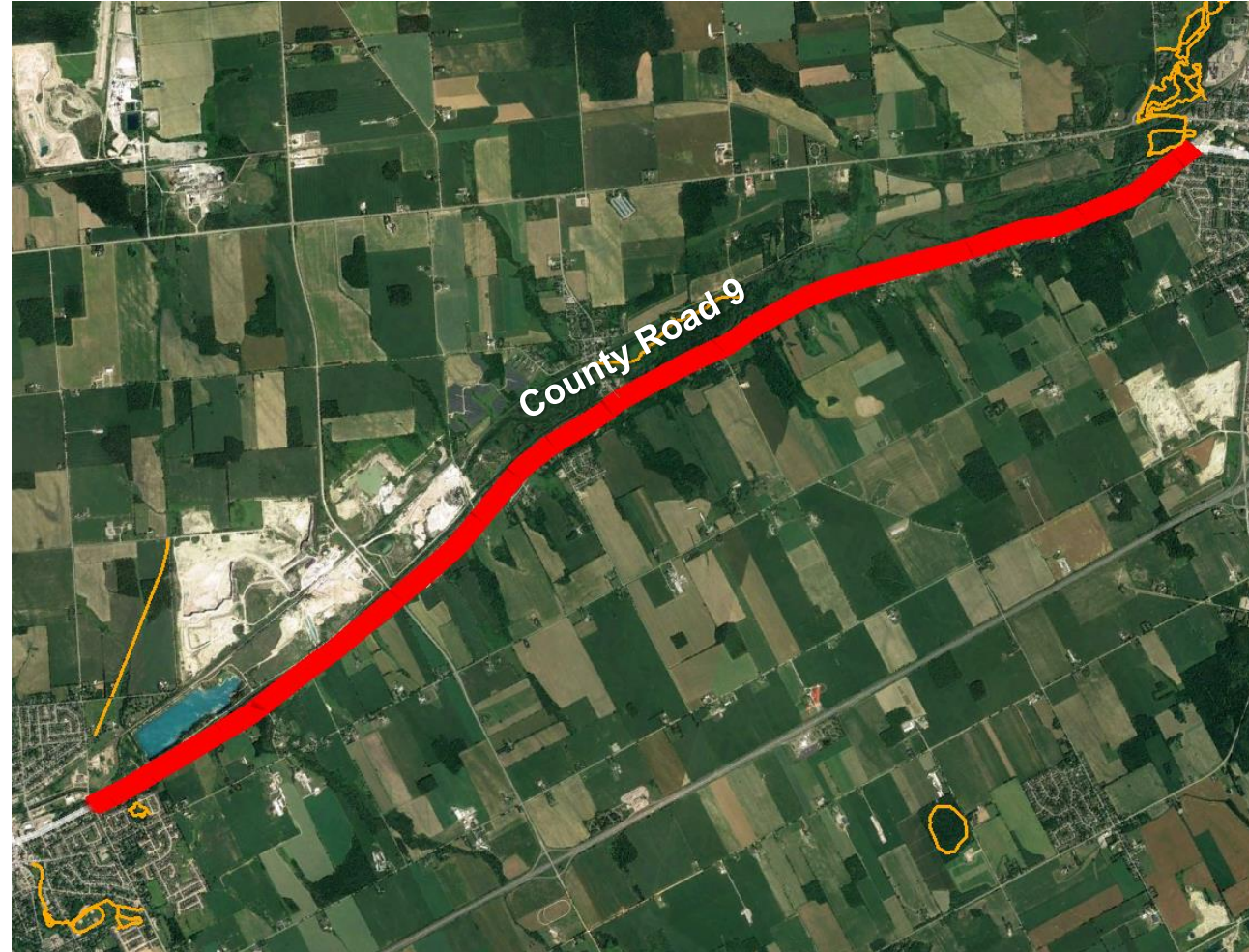


# 3. County Road 9 (Woodstock to Ingersoll)

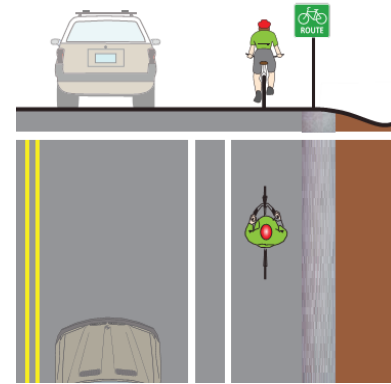
What does this look like now?



County Road 9 approaching Beachville



What could this look like?



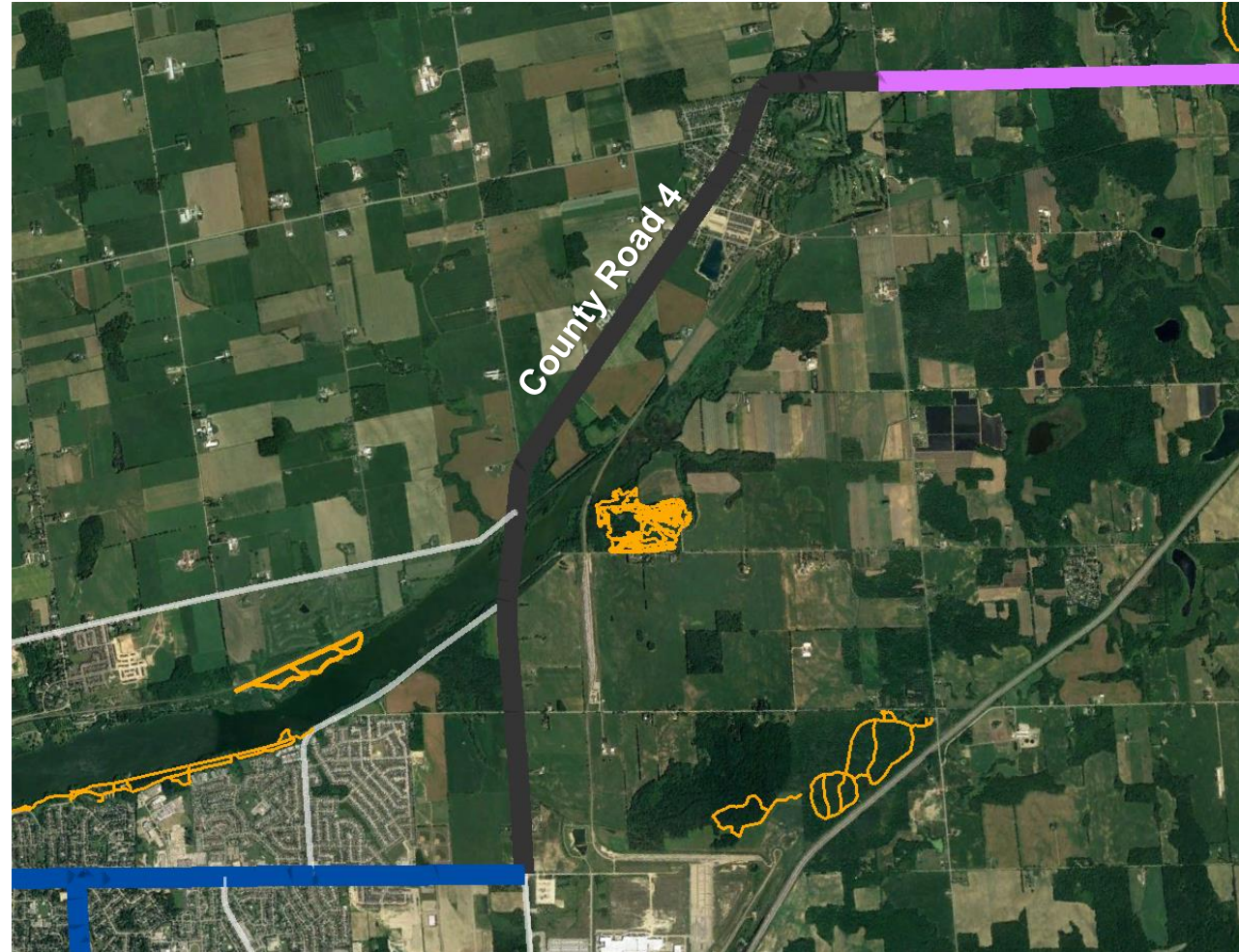


# 4. County Road 4 (Woodstock to Innerkip)

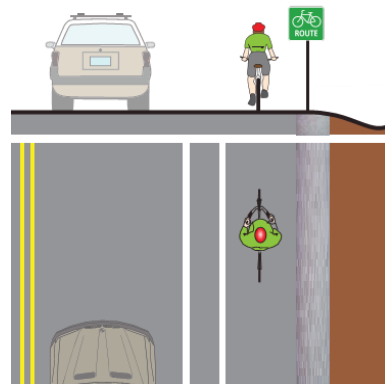
What does this look like now?



County Road 4 approaching Innerkip



What could this look like?





# 5. Ingersoll to Thamesford Connection

What does this look like now?



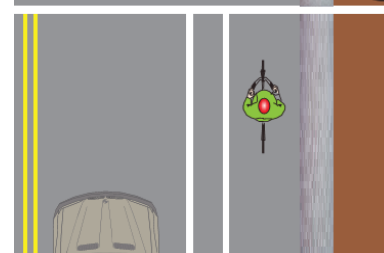
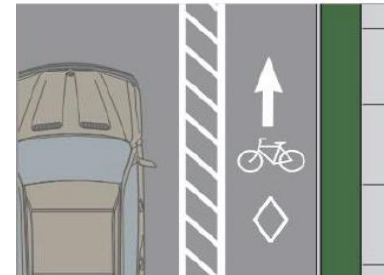
County Road 2



County Road 119



What could this look like?





# 6. Woodstock to The Great Trail

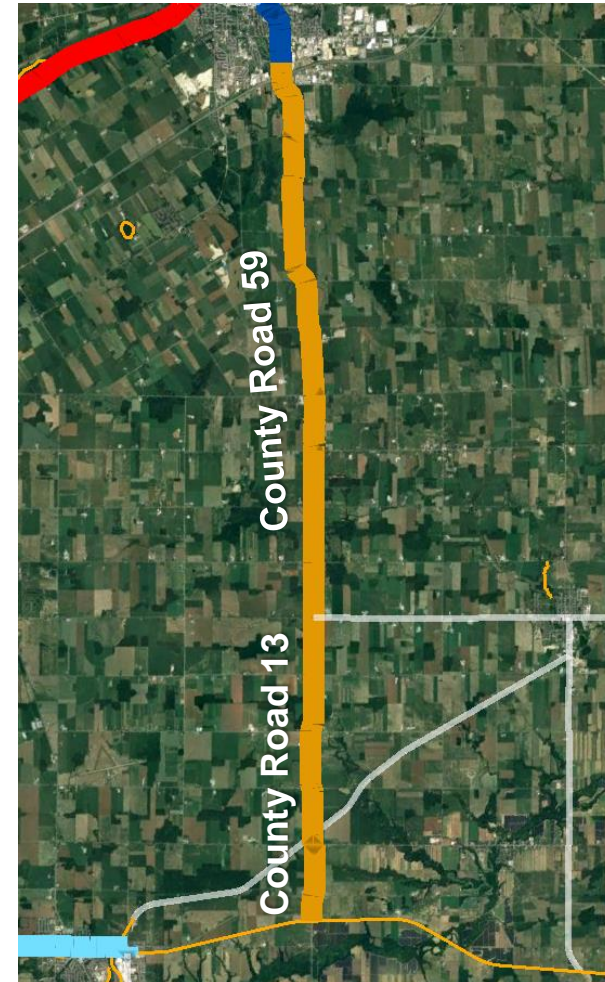
What does this look like now?



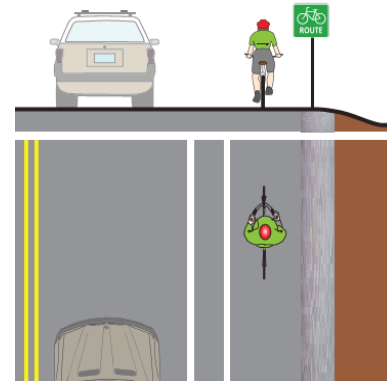
County Road 59



County Road 13



What could this look like?





# 7. Tillsonburg to Ingersoll Connection

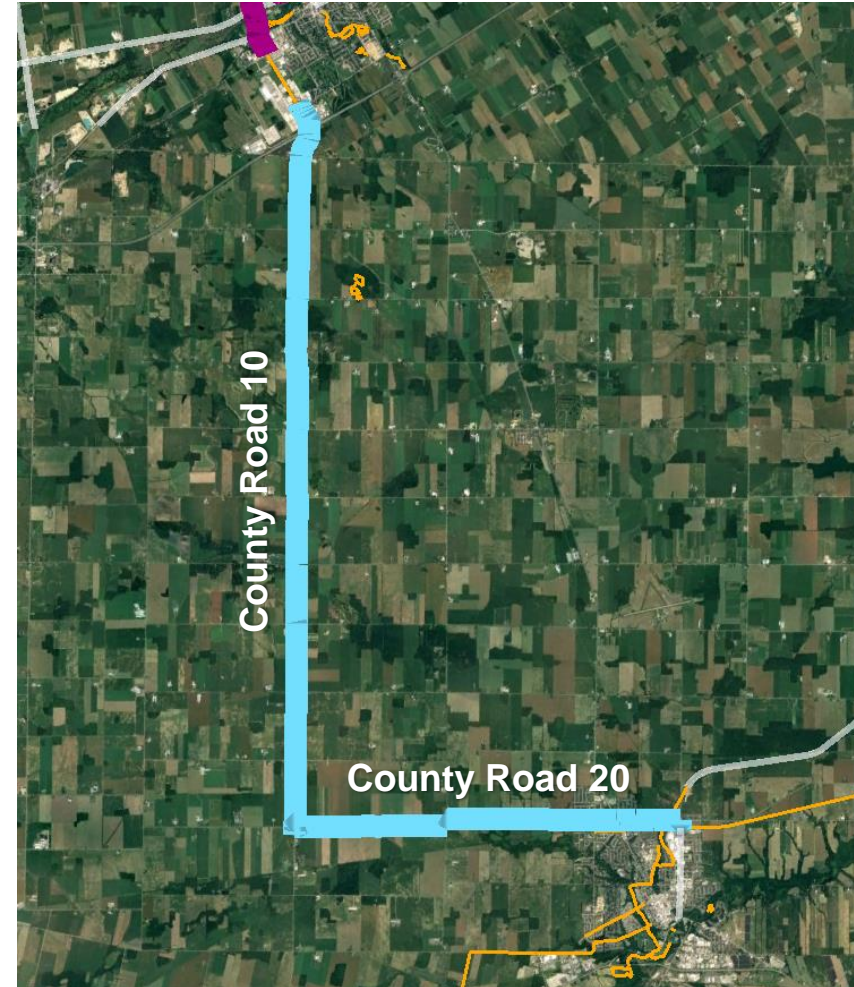
What does this look like now?



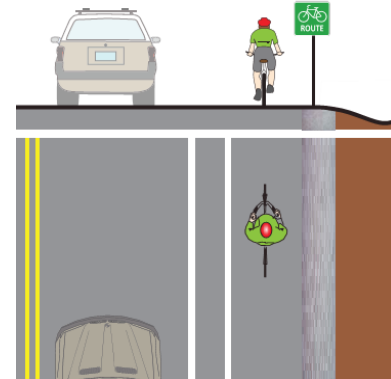
County Road 10 north of Brownsville



Brownsville Road / County Road 20



What could this look like?





# 8. Innerkip to County Boundary

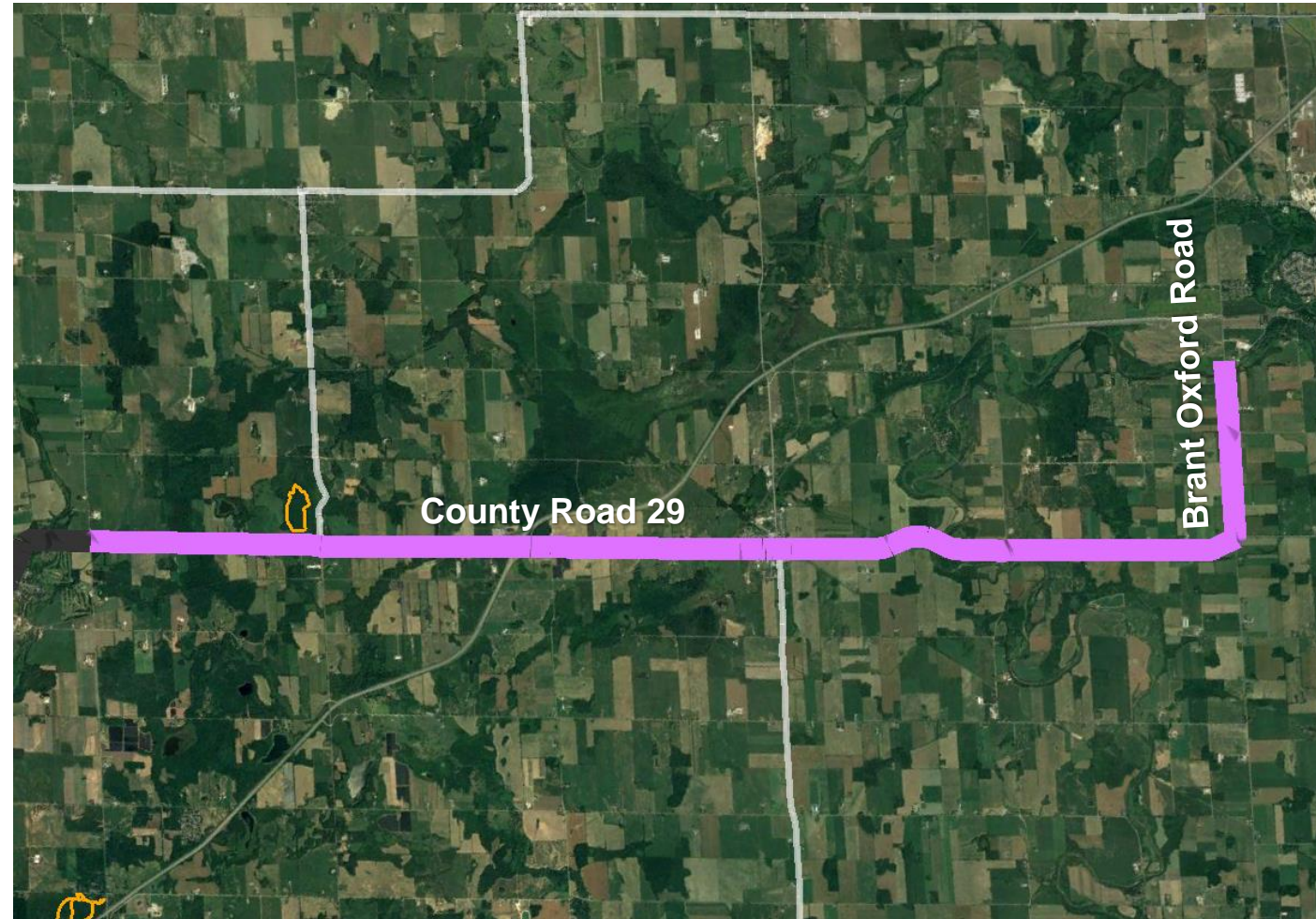
What does this look like now?



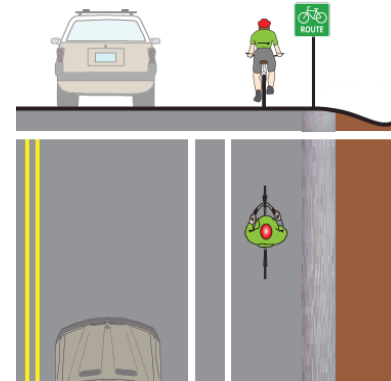
County Road 29 approaching Drumbo



County Road 29 approaching Innerkip



What could this look like?





# 9. Township of Zorra Loop

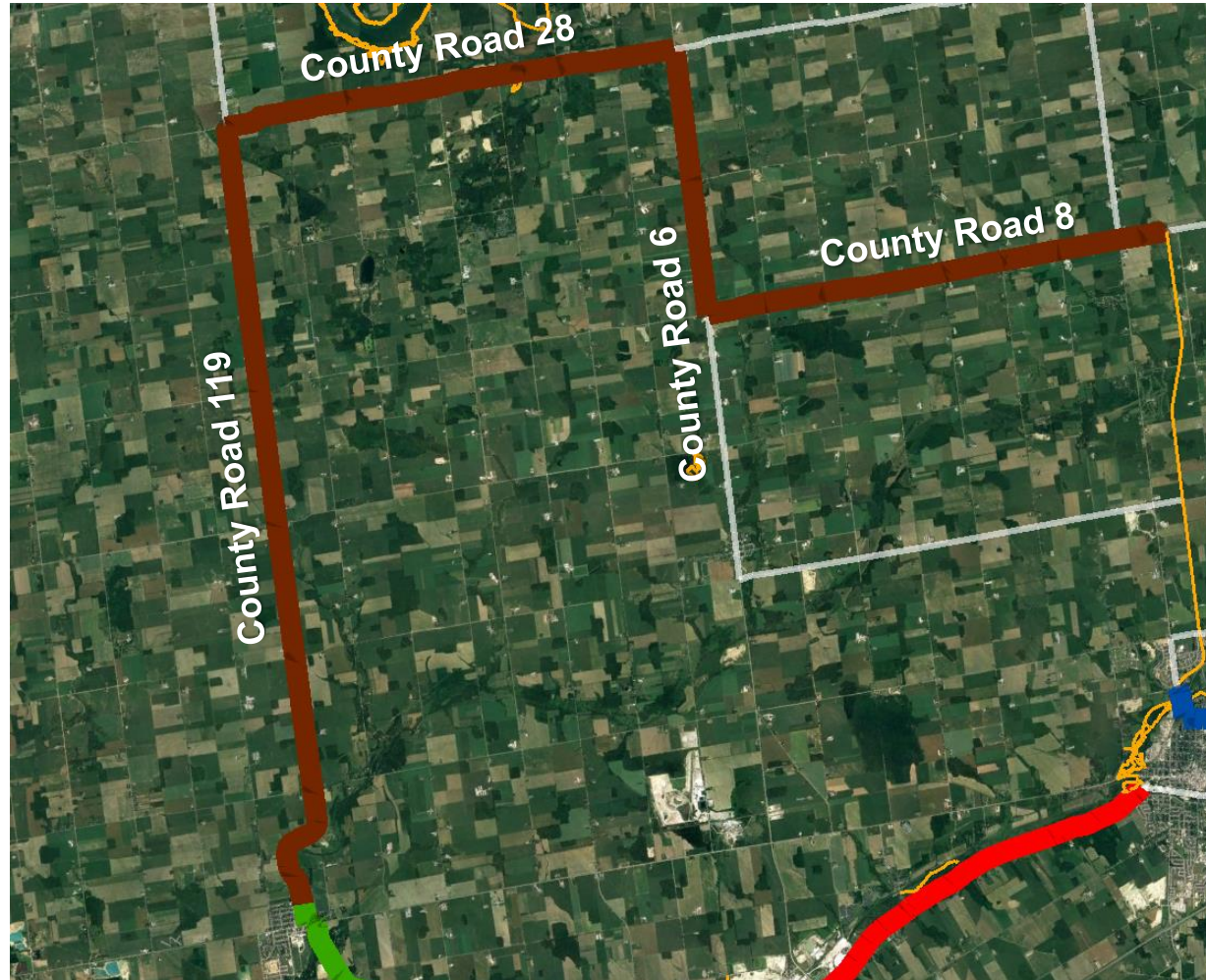
What does this look like now?



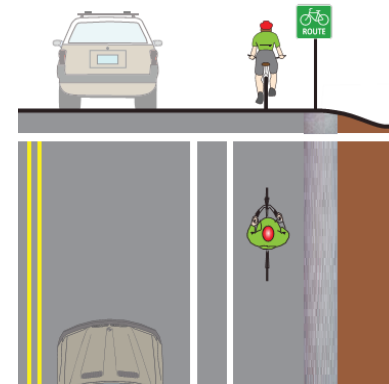
County Road 119 approaching Medina



County Road 6 north of Brooksdale



What could this look like?



# Cost considerations

## Network

- + Target cost of implementation is just over \$20 - 30 million dollars over 10+ years – not considering external funding
- + Developed based on accepted unit costs
- + Cost will be dependent on level of separation (to be confirmed)
- + Based on 9 network components

## Maintenance

- + Costs vary depending on maintenance vehicles, available staff etc.
- + Maintenance could consider expanded winter practices (if desired)
- + Expenses address maintenance and daily operations

## Education

- + Program development support required by staff
- + Provision for a discretionary budget of \$10,000 to support programming (annually)
- + Programs cost an additional \$30,000 per year
- + Program costs should be confirmed based on best practices

# How to fund the CMP

## Internal Funding Opportunities

### Capital Budget

- + Funding allocated annually by department
- + Leverage Public Works, Tourism and Public Health budgets
- + Economies of scale with larger projects
- + Leveraging paved shoulder policy

### Operating Budget

- + Used for maintenance and day to day operations
- + Consideration for alternate maintenance practices to align with new cycling infrastructure

### Development Charges

- + Monies from local development applications to support cycling projects
- + Amendment to By-law to provide coverage for cycling facilities.

### New Funding Sources

- + Annual lump sum of monies to support a County-municipal partnership program for cycling routes, programs and amenities



# How to fund the CMP

## External Funding Opportunities

### Federal Funding

- + Federation of Canadian Municipalities (FCM) funding streams
- + Investing in Canada Program
- + Investing in Canada COVID-19 Resiliency Fund
- + Healthy Communities Canada Funding Initiative
- + Green Municipal Fund
- + Federal Gas Tax

### Provincial Funding

- + Province-wide Cycling Network Funding
- + Provincial Gas Tax
- + Ontario Trillium Fund
- + Ontario Rural Economic Development Fund
- + Tourism Development Fund

### Local Funding

- + The Great Trail (Trans Canada Trail)
- + Service Club Support
- + Corporate Environmental Funds
- + Private Citizen Donation
- + Opportunities for cost-sharing with lower-tier and neighbouring municipalities

# Implementation processes

## Infrastructure & Policy Implementation Process

*\*Adapted from five-step process identified in OTM Book 18*



Strategic Planning

Feasibility Assessment

Design

Construction

Post-Completion

## Education & Encouragement Process

*\*Adapted from accepted Community Based Social Marketing process*



Priorities

Objectives & Audiences

Pilot Areas

Consultation

Monitoring



# Coordination and partnerships



## Additional partners...

### Primary Partners:

Review and provide input to projects and initiatives directly.

- + Local Municipalities
- + Southwestern Public Health

### Secondary Partners:

Engage on programming and support with community outreach.

- + Oxford County Trails Council
- + OPP – Oxford Detachment
- + Conservation Authorities
- + Ministry of Transportation
- + School Boards
- + Local Businesses
- + Cycling Clubs and Interest Groups
- + Citizens

# Monitoring and maintenance

## Monitoring



- + Ongoing operations and monitoring of County's assets
- + Important for track "success" and up-take of CMP
- + Help to determine project and financial priorities
- + Support with lessons learned and opportunities for improvement

## Maintenance



- + Align with maintenance standards
- + Acquire appropriate maintenance tools to support practices
- + Adapt practices as new facilities are implemented
- + Determine need for winter maintenance
- + Consider for on-road and off-road cycling and clearly communicate

# What's next?

## Next steps

- + Summarize input from public input session and online engagement #2
- + Update Phase 2 report based on input
- + Prepare master plan report and finalize
- + Present to Council for adoption

## Staying in touch

**Jeff Axisa (Dillon)**

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**Claire Basinski (WSP)**

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# CYCLING MASTER PLAN



# Thank you & Questions?



## MEETING NOTES

<b>JOB TITLE</b>	Oxford County Master Cycling Plan		
<b>PROJECT NUMBER</b>	20M-00657-00	<b>DATE</b>	February 25, 2021
<b>TIME</b>	7:00 to 8:30 p.m.	<b>VENUE</b>	Zoom Meeting
<b>SUBJECT</b>	Virtual Public Information Centre		
<b>CLIENT</b>	Oxford County		

ATTENDEES		
Name	Company	Email
Frank Gross	Oxford County	fgross@oxfordcounty.ca
Matt Cowan	Oxford County	mcowan@oxfordcounty.ca
Jennifer Austin	Oxford County	jaustin@oxfordcounty.ca
Jeff Axisa	Dillon	jaxisa@dillon.ca
Claire Basinski	WSP	Claire.basinski@wsp.com
Justin Jones	WSP	Justin.Jones.2@wsp.com
Cristina Valente	WSP	Cristina.valente@wsp.com

### MEETING NOTES

### ACTION

<b>1.0 PRESENTATION</b> <ul style="list-style-type: none"><li>— Claire provided introductory remarks and thanked everyone for joining the virtual public information (PIC). Staff of the County's team and WSP introduced themselves.</li><li>— Justin outline "house-keeping" items for the meeting and format. Following this, Claire delivered the presentation starting with meeting agenda and purpose.</li><li>— The following question was asked in the chat function: was there any revision on what you have developed thus far (which is excellent) that needed to happen because of COVID and long term impacts it may have (safety, more shared use, design, education, etc.)<ul style="list-style-type: none"><li>○ Justin Jones answered in the chat function: Most of our work was done during the pandemic itself, and we think that a lot of the long term potential impacts from COVID are very much in line with the long term objectives for good cycling facilities. So we didn't change what we were proposing per se, because the facilities being proposed here align with best practices for safety and sharing space. If anything, the infrastructure and investment streams that we are seeing taking shape as the recovery looms will help provide additional funding opportunities for communities like Oxford that have this plan ready to go.</li><li>○ A follow-up response was provided: I understand the work would have had a consciousness of COVID. I was kinda thinking around what might be happening 'behind the scenes'. As examples, I have no data but I think shared use (specifically hikers) has increased, especially within my urban community. I hope after COVID those new users plus new cyclists stay active and I am curious if current standards</li></ul></li></ul>	
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## MEETING NOTES

- (provincially) are adequate. If we don't take into account and there is conflict on the routes the new riders or hikers just quit.
- Justin responded: Agreed. Current standards are actively being updated - that's part of a larger trend towards higher comfort facilities. Our team is the lead on developing the new standards for provincial cycling infrastructure so we used those to-be-confirmed standards rather than the older ones, and the new standards are quite a bit more reflective of the need for safety and separation.
  - A follow-up response was provided: Thanks. I realize the standards are comprehensive. I guess I am hoping we get something positive from COVID and if we get new use I'd hate to lose it. I also am concerned the interpretation of terminology is understood. Sorry accidentally hit the wrong button. What I mean on terminology. Example, 'awareness' has got to be more that where the trails are but also why they are there and that there is help to create more usage.
  - Another respondent asked if the PowerPoint would be available after the meeting for reference / review. Justin noted that the PowerPoint would be available on the Speak Up Oxford site.
  - Another respondent provided a comment: Great job, thank you. I hope we can get our municipalities and townships to buy into the network. Some of the suggested county roads have quieter alternatives that would benefit more from infrastructure updates.
  - Following the presentation and final comments received, Claire provided closing remarks.

These minutes are considered to be accurate recording of all items discussed. Written notice of discrepancies, errors or omission must be given within seven (7) days, otherwise the minutes will be accepted as written.

# Summary Report

12 June 2020 - 30 November 2022

# Speak Up, Oxford!

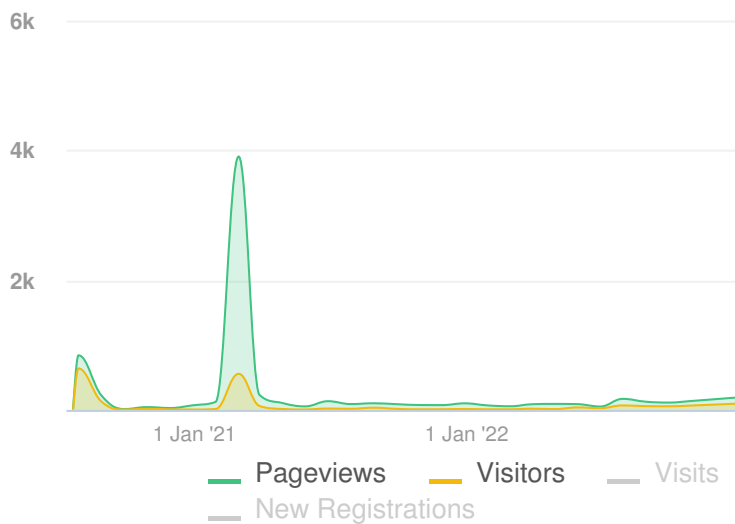
PROJECTS SELECTED: 1

Cycling Master Plan

FULL LIST AT THE END OF THE REPORT



## Visitors Summary



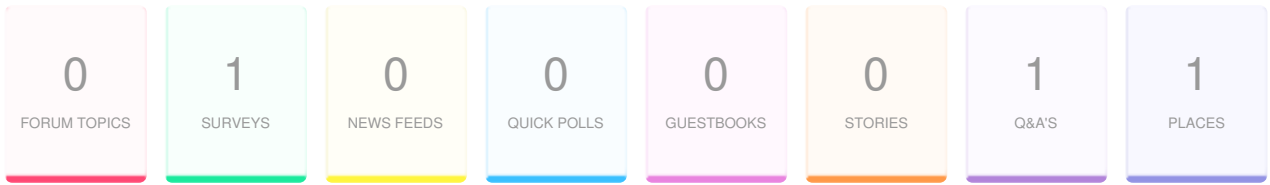
## Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
3.4 k	110	
NEW REGISTRATIONS		
11		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
45	725	1.8 k

# PARTICIPANT SUMMARY

<b>ENGAGED</b>	<b>45 ENGAGED PARTICIPANTS</b>			(%)
<b>INFORMED</b>	Registered	Unverified	Anonymous	
	Contributed on Forums	0	0	0
	Participated in Surveys	43	0	0
	Contributed to Newsfeeds	0	0	0
	Participated in Quick Polls	0	0	0
<b>AWARE</b>	Posted on Guestbooks	0	0	0
	Contributed to Stories	0	0	0
	Asked Questions	2	0	0
	Placed Pins on Places	6	0	0
	Contributed to Ideas	0	0	0
<i>* A single engaged participant can perform multiple actions</i>				<i>* Calculated as a percentage of total visits to the Project</i>
Cycling Master Plan <span style="float: right;">45 (2.5%)</span>				
<b>ENGAGED</b>	<b>725 INFORMED PARTICIPANTS</b>			(%)
<b>INFORMED</b>	Participants			
	Viewed a video	0		
	Viewed a photo	0		
	Downloaded a document	539		
	Visited the Key Dates page	38		
<b>AWARE</b>	Visited an FAQ list Page	37		
	Visited Instagram Page	0		
	Visited Multiple Project Pages	302		
	Contributed to a tool (engaged)	45		
	<i>* A single informed participant can perform multiple actions</i>			
Cycling Master Plan <span style="float: right;">725 (40.0%)</span>				
<b>ENGAGED</b>	<b>1,814 AWARE PARTICIPANTS</b>			
<b>INFORMED</b>	Participants			
	Visited at least one Page	1,814		
<b>AWARE</b>	<i>* Aware user could have also performed an Informed or Engaged Action</i>			
	<i>* Total list of unique visitors to the project</i>			
Cycling Master Plan <span style="float: right;">1,814</span>				

## ENGAGEMENT TOOLS SUMMARY



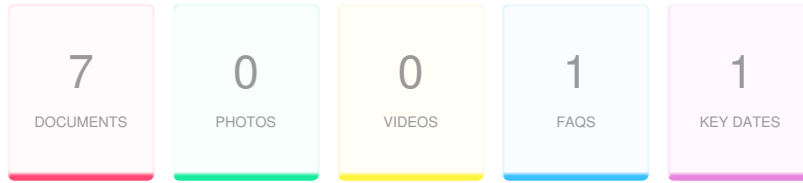
SURVEYS SUMMARY	
1	Surveys
43	Contributors
43	Submissions

TOP 3 SURVEYS BASED ON CONTRIBUTORS
<p style="text-align: center;"><b>43</b></p> <p style="text-align: center;">Contributors to</p> <p style="text-align: center;">Cycling Master Plan - Cycling amenities</p>

PLACES SUMMARY	
1	Places
6	Contributors
11	Pins

TOP 3 PLACES BASED ON CONTRIBUTORS
<p style="text-align: center;"><b>6</b></p> <p style="text-align: center;">Contributors to</p> <p style="text-align: center;">Cycling support facilities in Oxford County</p>

## INFORMATION WIDGET SUMMARY



DOCUMENTS	
7	Documents
539	Visitors
1.8 k	Downloads

TOP 3 DOCUMENTS BASED ON DOWNLOADS		
394 Downloads	263 Downloads	252 Downloads
Cycling Master Plan - Phase 2 Draft Report (January 2021)	2014 Trails Master Plan	2019 Transportation Master Plan

FAQS	
1	Faqs
37	Visitors
39	Views

TOP 3 FAQS BASED ON VIEWS	
39 Views	Cycling Master Plan

KEY DATES	
1	Key Dates
38	Visitors
44	Views

TOP 3 KEY DATES BASED ON VIEWS	
44 Views	Cycling Master Plan



## TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
m.facebook.com	306
www.google.com	172
www.heartfm.ca	113
www.oxfordcounty.ca	111
storage.googleapis.com	61
www.google.ca	45
l.facebook.com	40
www.woodstocksentinelreview.com	35
xbid-prod.googleusercontent.com	31
www.facebook.com	24
oxfordcounty.ca	24
t.co	23
adclick.g.doubleclick.net	14
s3.amazonaws.com	13
www.bing.com	10

## SELECTED PROJECTS - FULL LIST

PROJECT TITLE	AWARE	INFORMED	ENGAGED
Cycling Master Plan	1814	725	45

# Cycling Master Plan - Cycling amenities

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## **SURVEY RESPONSE REPORT**

12 June 2020 - 30 November 2022

### **PROJECT NAME:**

Cycling Master Plan



SURVEY QUESTIONS

**Q1 | Network priorities** Below is a map of the proposed Primary Cycling Network for Oxford County. Segments of the network have be...

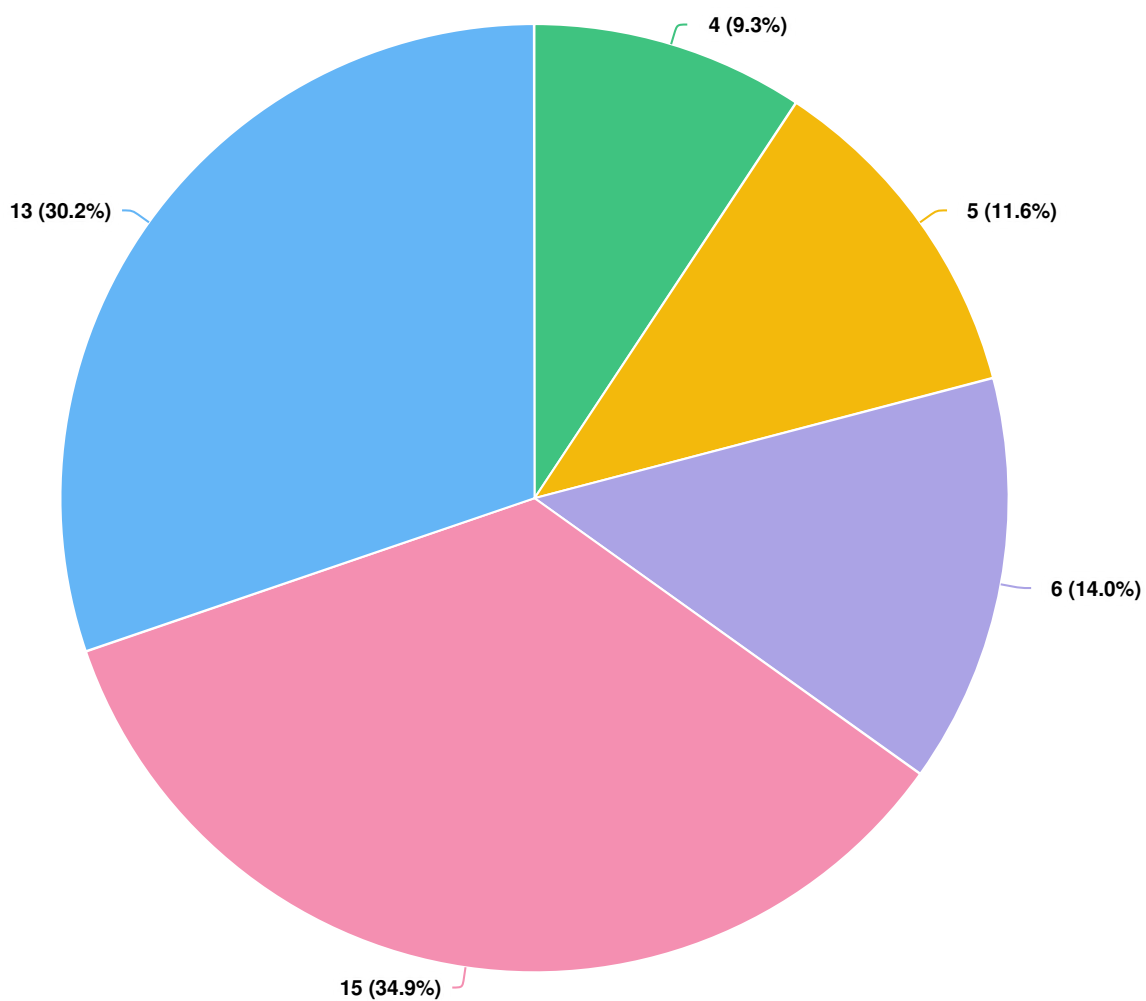
<b>OPTIONS</b>	<b>AVG. RANK</b>
Province-wide cycling network ( Woodstock to Ingersoll) (red)	2.75
Cycling facilities in Woodstock ( dark teal)	3.05
Province-wide cycling network (Woodstock to Innerkip) (grey)	4.41
Woodstock to The Great Trail connection (orange/yellow)	4.63
Cycling facilities in Ingersoll (purple)	5.05
Tillsonburg to Ingersoll connection (aqua)	5.92
Ingersoll to Thamesford connection (green)	5.95
Province-wide (Innerkip to County boundary) (pink)	6.11
Township of Zorra loop (gold/brown)	6.34

*Optional question (41 response(s), 2 skipped)*

*Question type: Ranking Question*



**Q2** How often do you currently use bicycle parking within Oxford County?

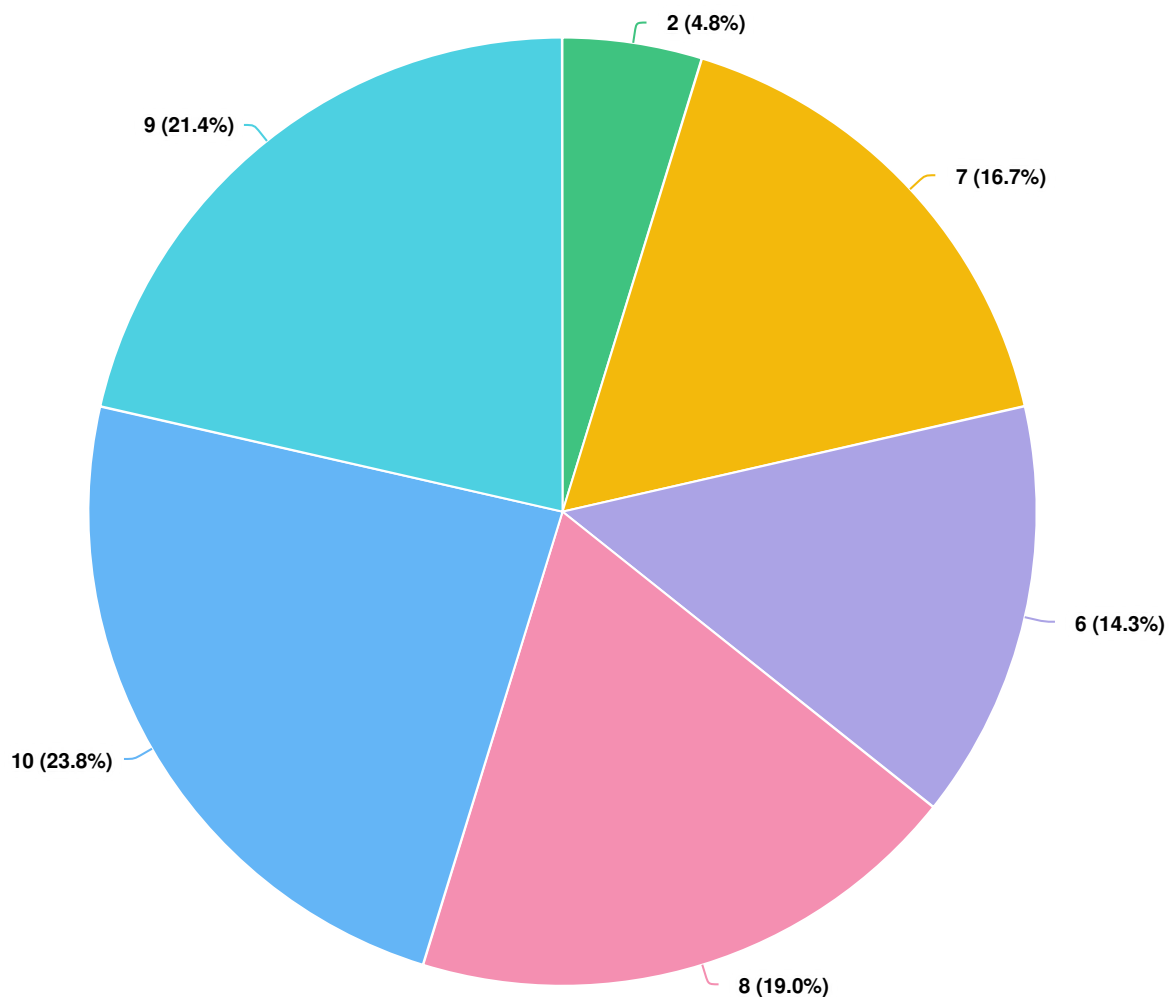


**Question options**

- Daily
- A couple of times a week
- A couple of times a month
- A couple of times a year
- Never

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q3** How satisfied are you with the availability of bicycle parking in Oxford County?

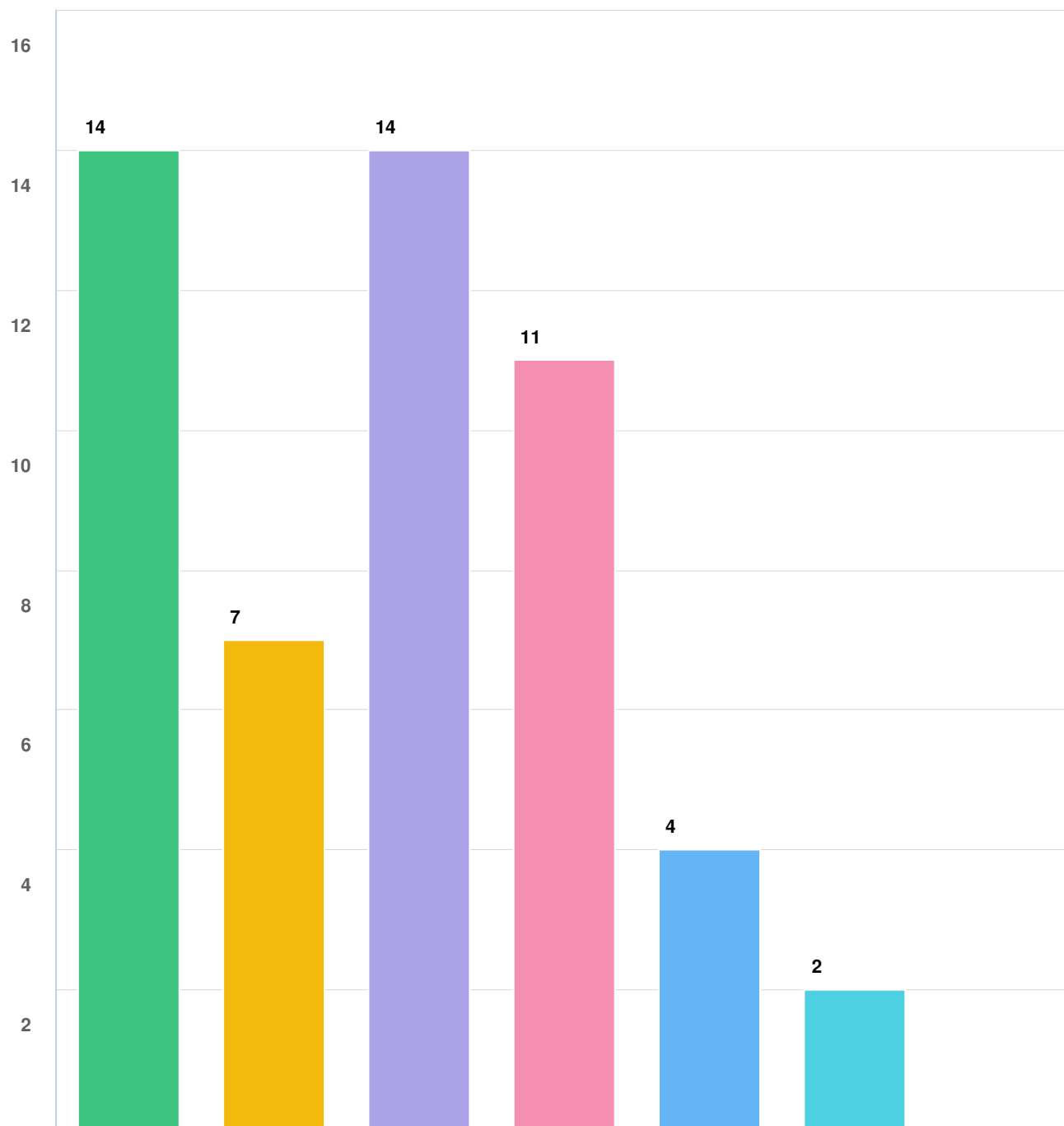


**Question options**

- Very Satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Not applicable/Don't know

Optional question (42 response(s), 1 skipped)  
Question type: Radio Button Question

**Q4** What type of bike parking do you currently use on a regular basis?

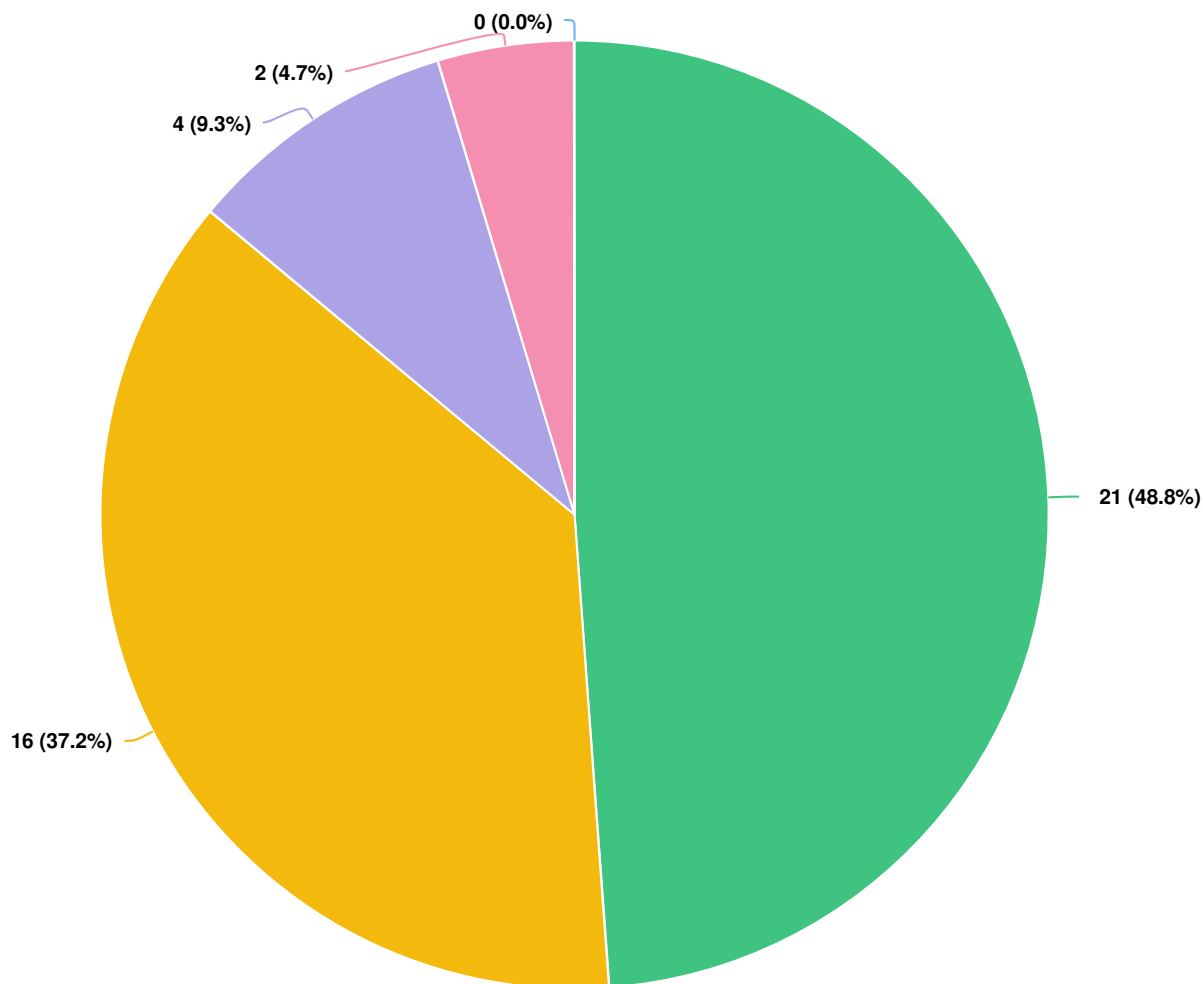


**Question options**

- On-street bike parking i.e. ring and post
- Bike rack in a parking structure
- Locked to a non-bike rack structure (tree, garbage can etc.)
- Bring your bike into your office / workplace
- Leave bike unsecured
- Other (please specify)
- Bike room or bike locker

Optional question (43 response(s), 0 skipped)  
 Question type: Checkbox Question

**Q5** How concerned are you about bike theft in Oxford County?

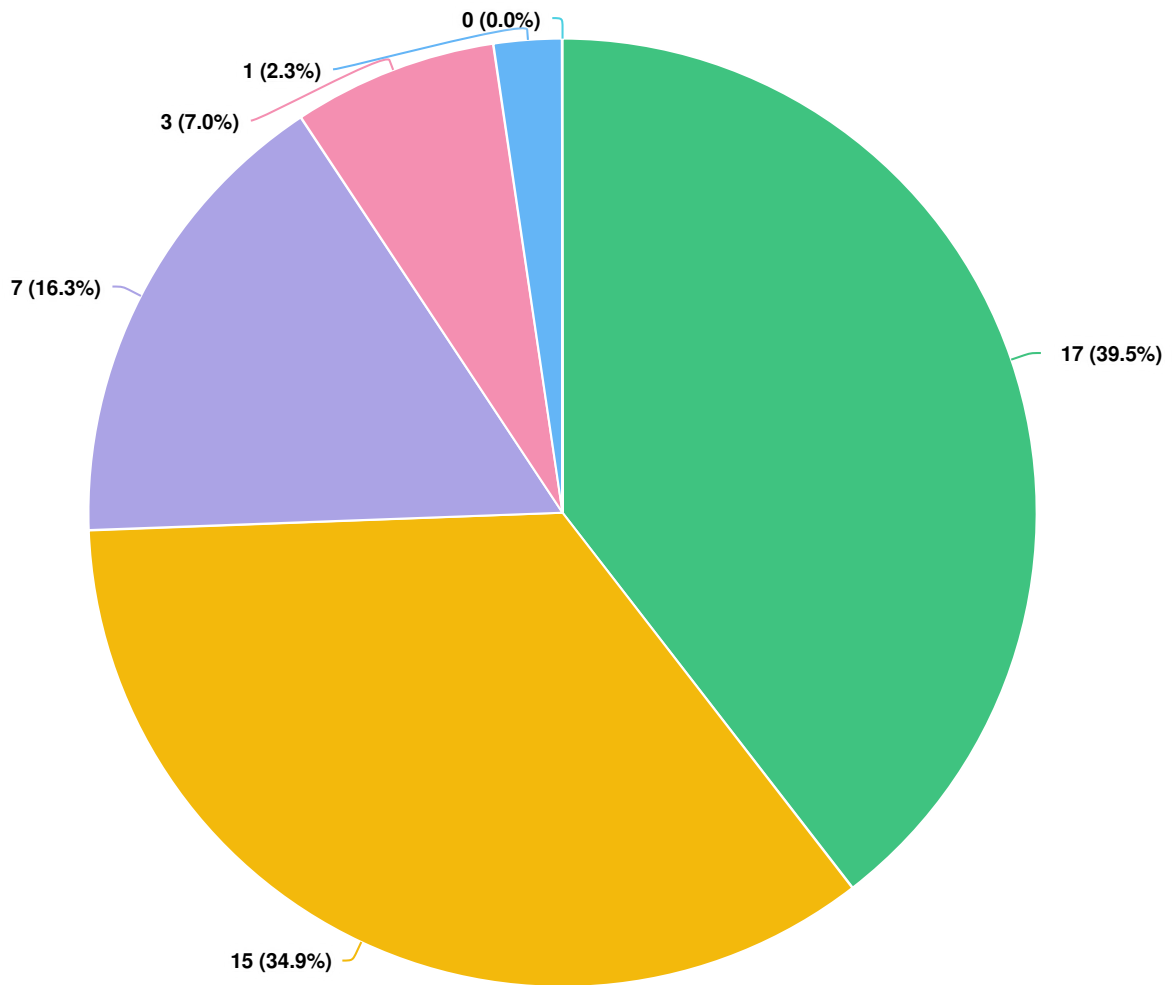


**Question options**

- Very Concerned
- Slightly concerned
- Not very concerned
- Not at all concerned
- Not applicable / Don't know

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q6** How important is the availability of safe, secure bike parking for you in choosing whether or not to ride your bike to a particular location?



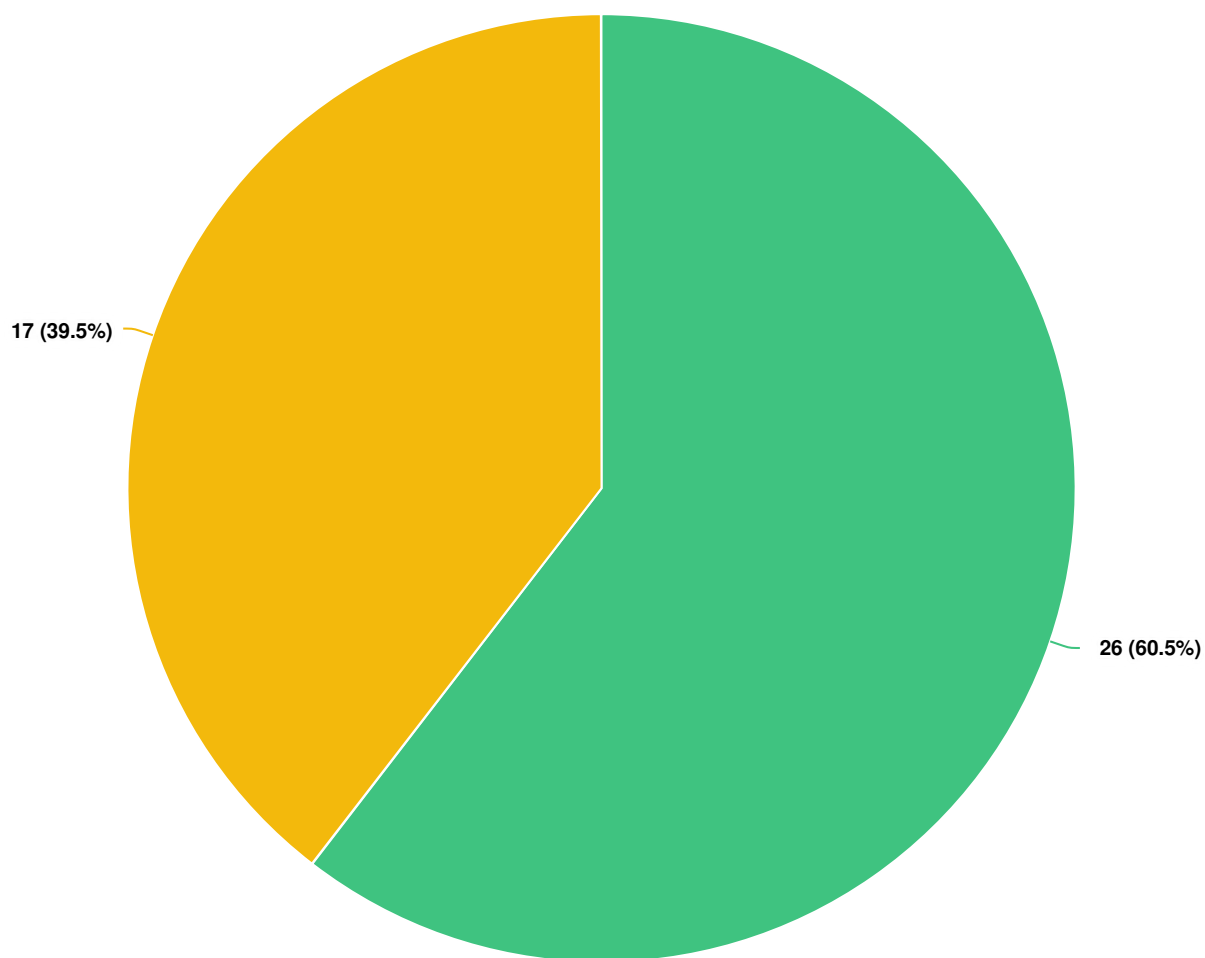
**Question options**

- Very important
- Somewhat important
- Neutral
- Not at all important
- Not applicable / Don't know
- Somewhat unimportant

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question



**Q7** | If you had the option to access a secure bike storage room (monitored electronically, controlled access via a fob etc.), at your workplace or at important transportation hubs (VIA Stations, for example) would you be willing to pay a small fee for t...



**Question options**

- Yes
- No

Optional question (43 response(s), 0 skipped)

Question type: Radio Button Question

**Q8** | If yes, how much would you be willing to pay for a month of unlimited access?

2/09/2021 05:38 PM 10

2/09/2021 08:55 PM 5

2/11/2021 05:21 AM 10

2/11/2021 09:10 AM 15

2/12/2021 05:53 PM 5

**Optional question** (24 response(s), 19 skipped)

**Question type:** Number Question

**Q9** | If no, why not?

2/09/2021 11:51 AM

While you haven't exactly explained what "secure" storage rooms would look like, or where they could be expected to be located, I'm imagining a unit that would offer its own set of drawbacks/concerns/problems. Tax supported CCTV, in key municipal locations, would provide a considerable amount of multi-purpose security coverage. Furthermore, cycling should be promoted as a minimal cost activity, for the benefit of all, directly or indirectly. Having cyclists pay for security simply does not sit well with me.

2/11/2021 07:26 AM

have my own lock

2/11/2021 04:29 PM

I feel I can securely lock my bike for the short times I have to do that outside businesses

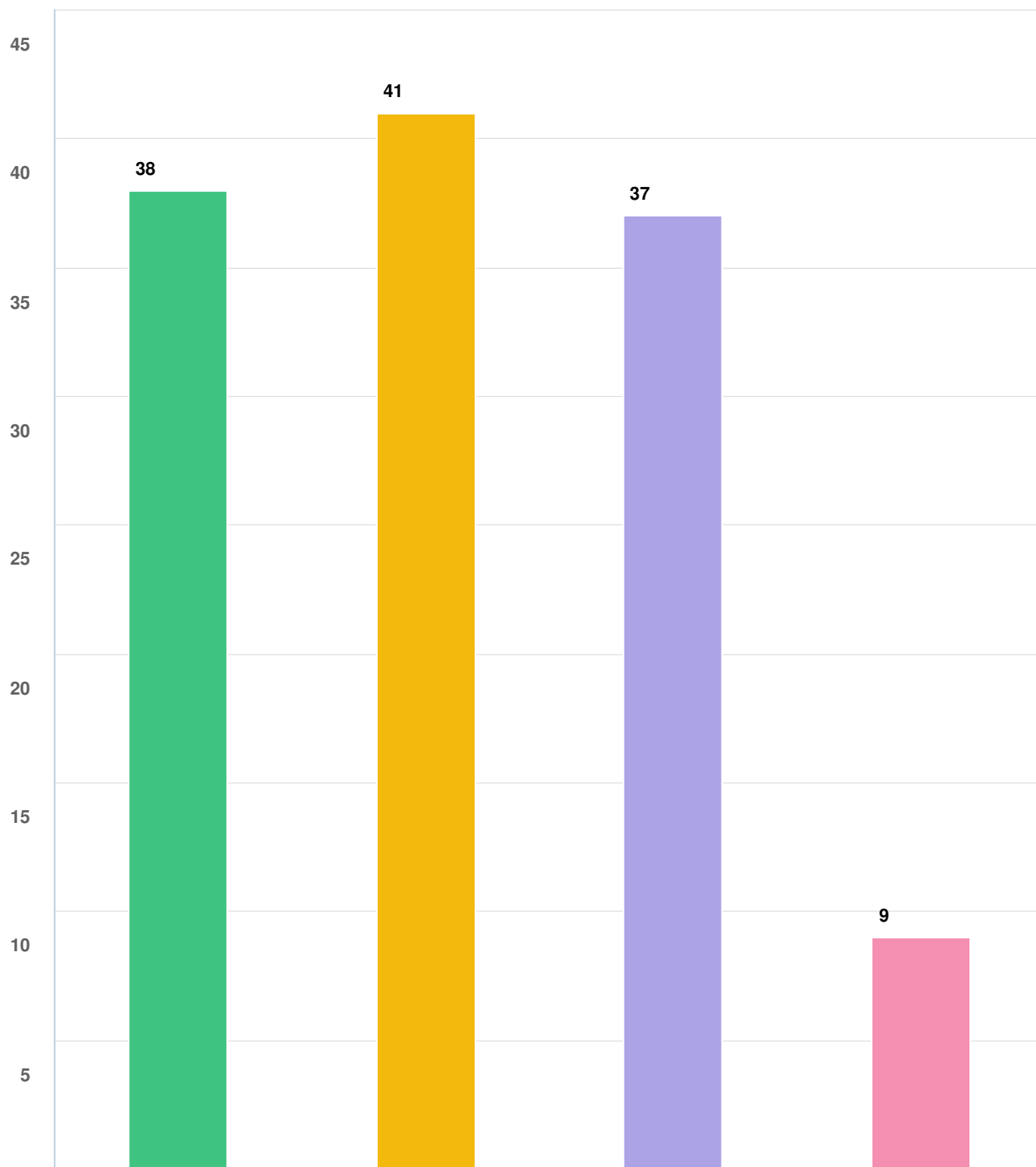
2/12/2021 08:12 AM

I am not always going to the same place.

**Optional question** (15 response(s), 28 skipped)

**Question type:** Essay Question

**Q10** During which seasons do you typically ride your bike at least once a month?

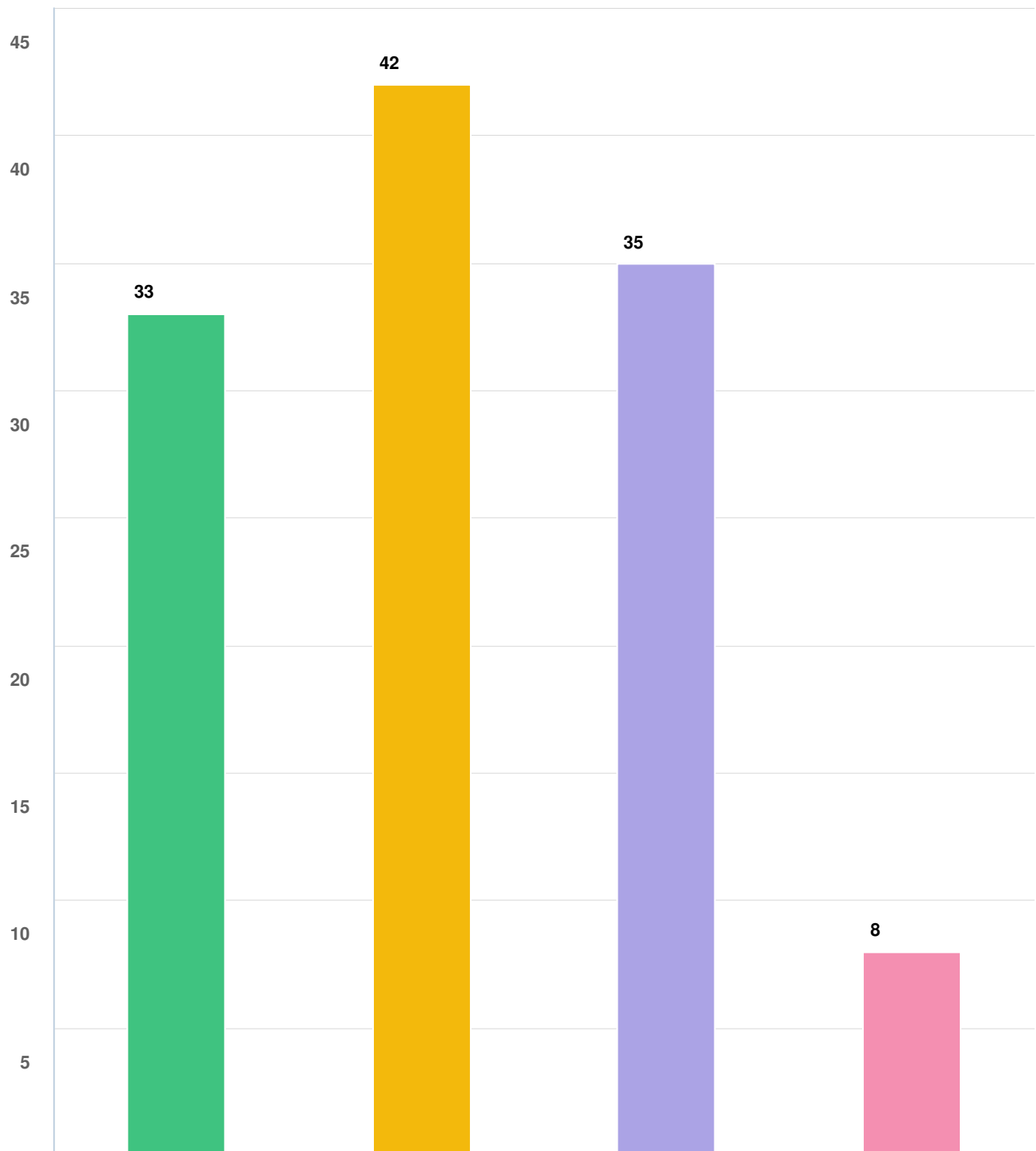


**Question options**

- Spring
- Summer
- Autumn (Fall)
- Winter

Optional question (43 response(s), 0 skipped)  
Question type: Checkbox Question

**Q11** During which seasons do you typically ride your bike at least once a week?



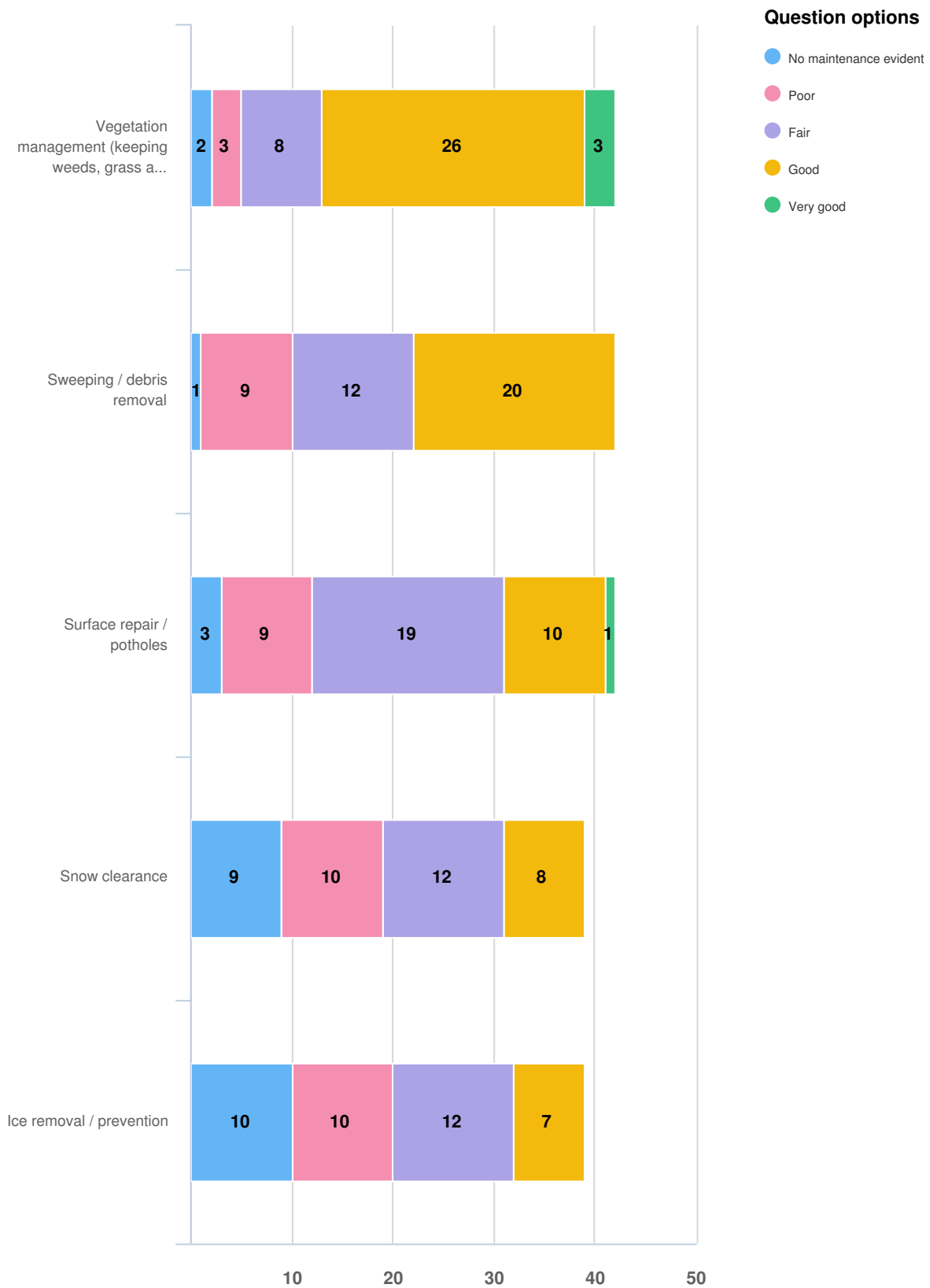
**Question options**

- Spring
- Summer
- Autumn (Fall)
- Winter

Optional question (43 response(s), 0 skipped)  
Question type: Checkbox Question



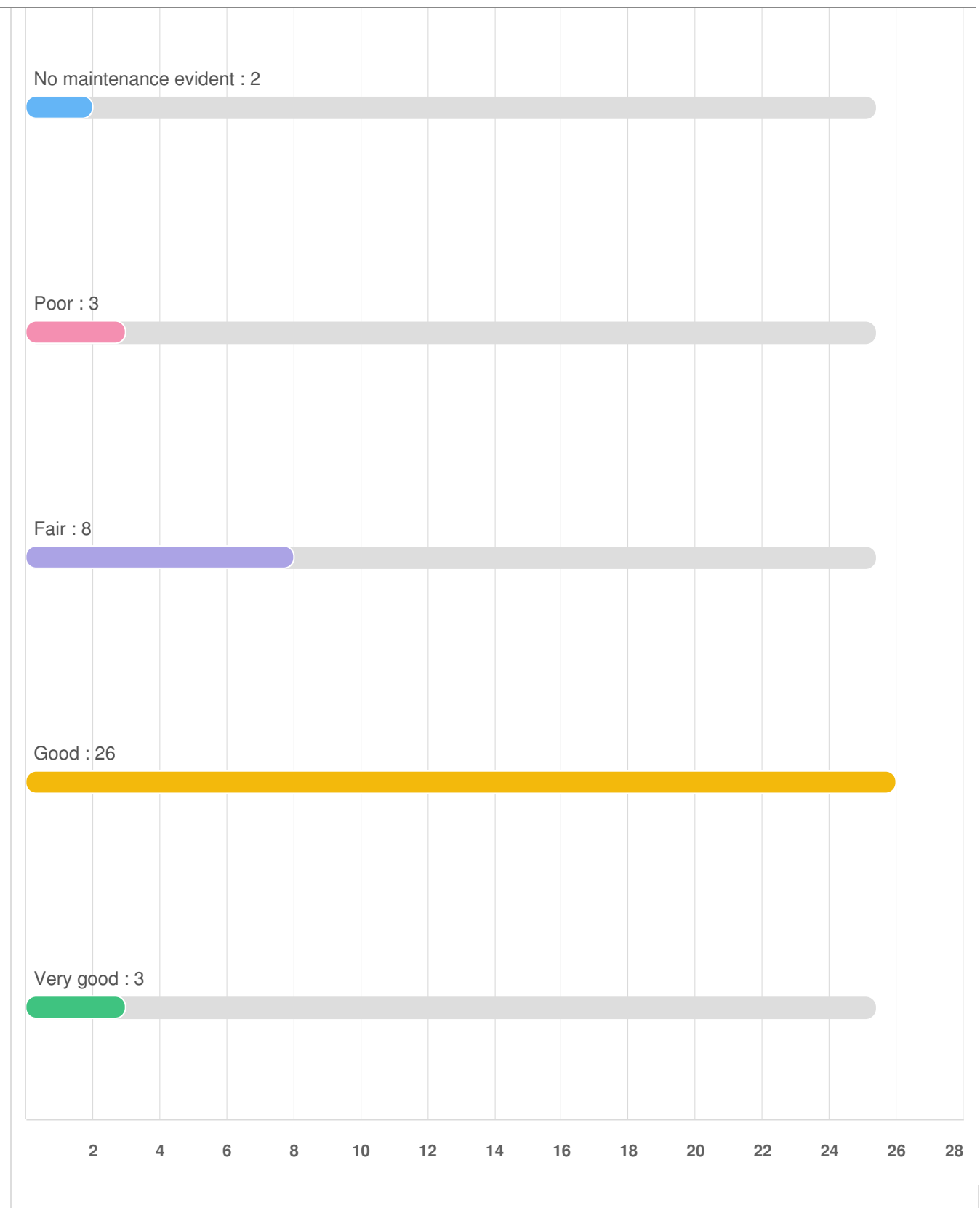
**Q12** How would you rate the following maintenance practices for the County's cycling infrastructure?

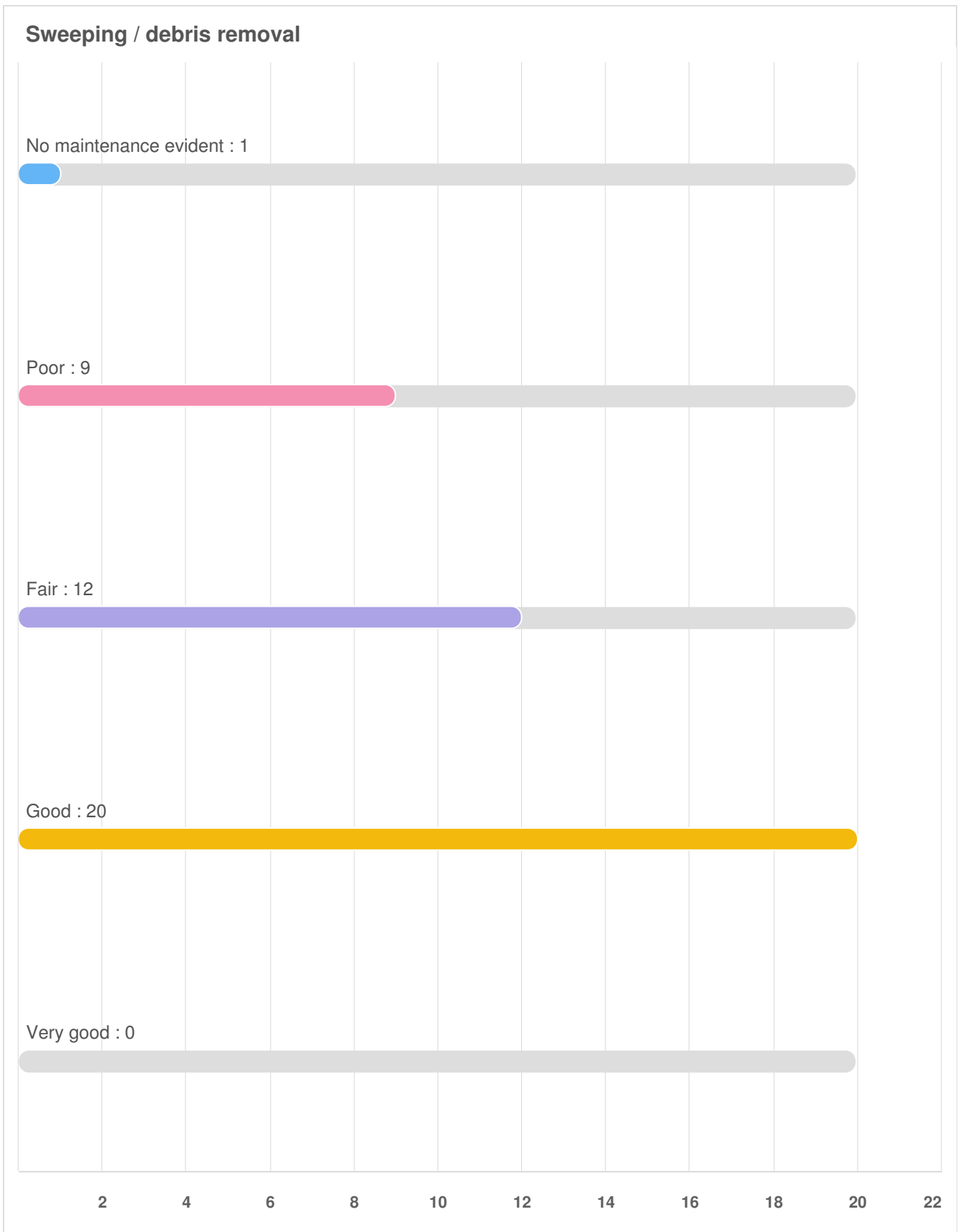


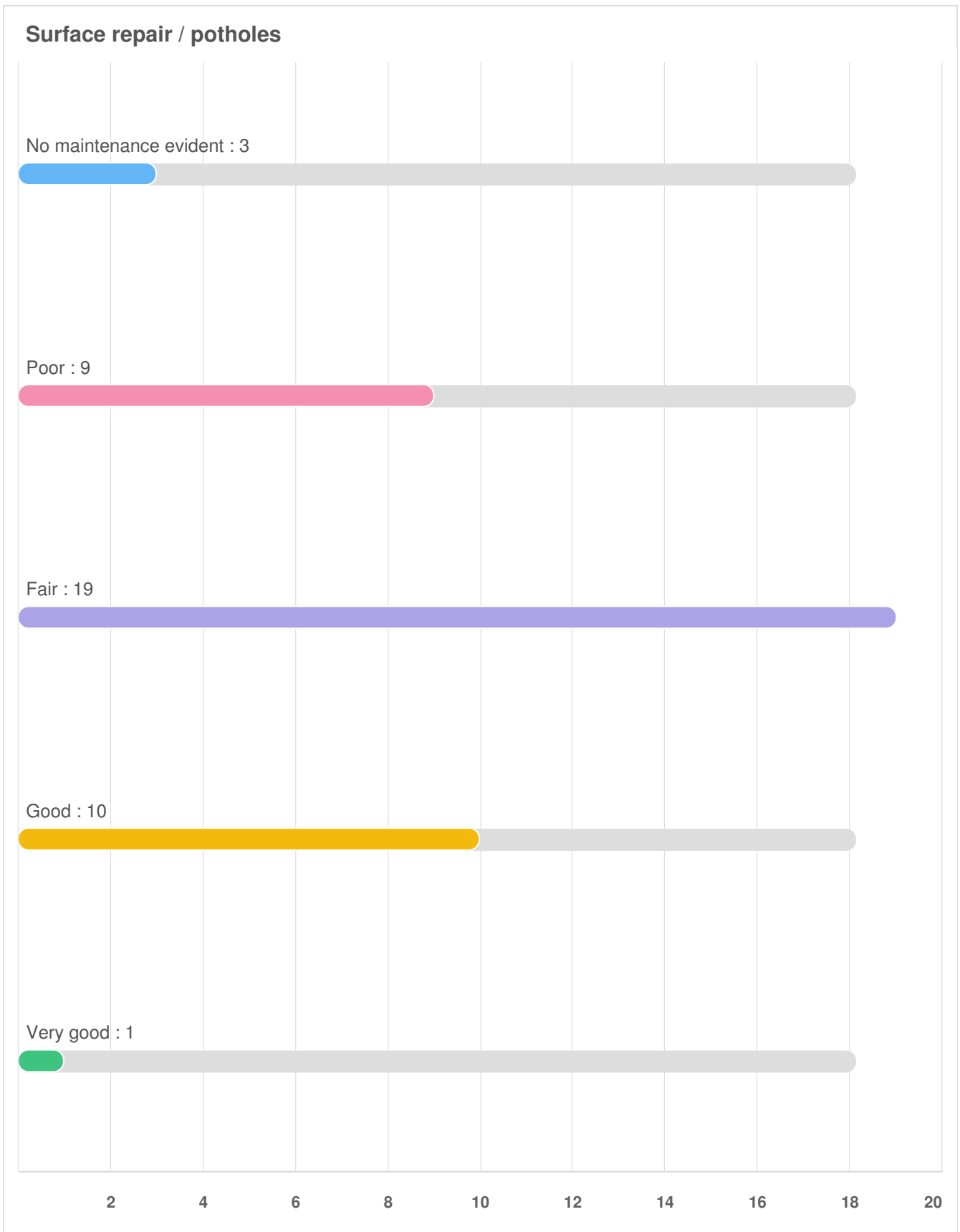
Optional question (42 response(s), 1 skipped)  
 Question type: Likert Question

**Q12 | How would you rate the following maintenance practices for the County's cycling infrastructure?**

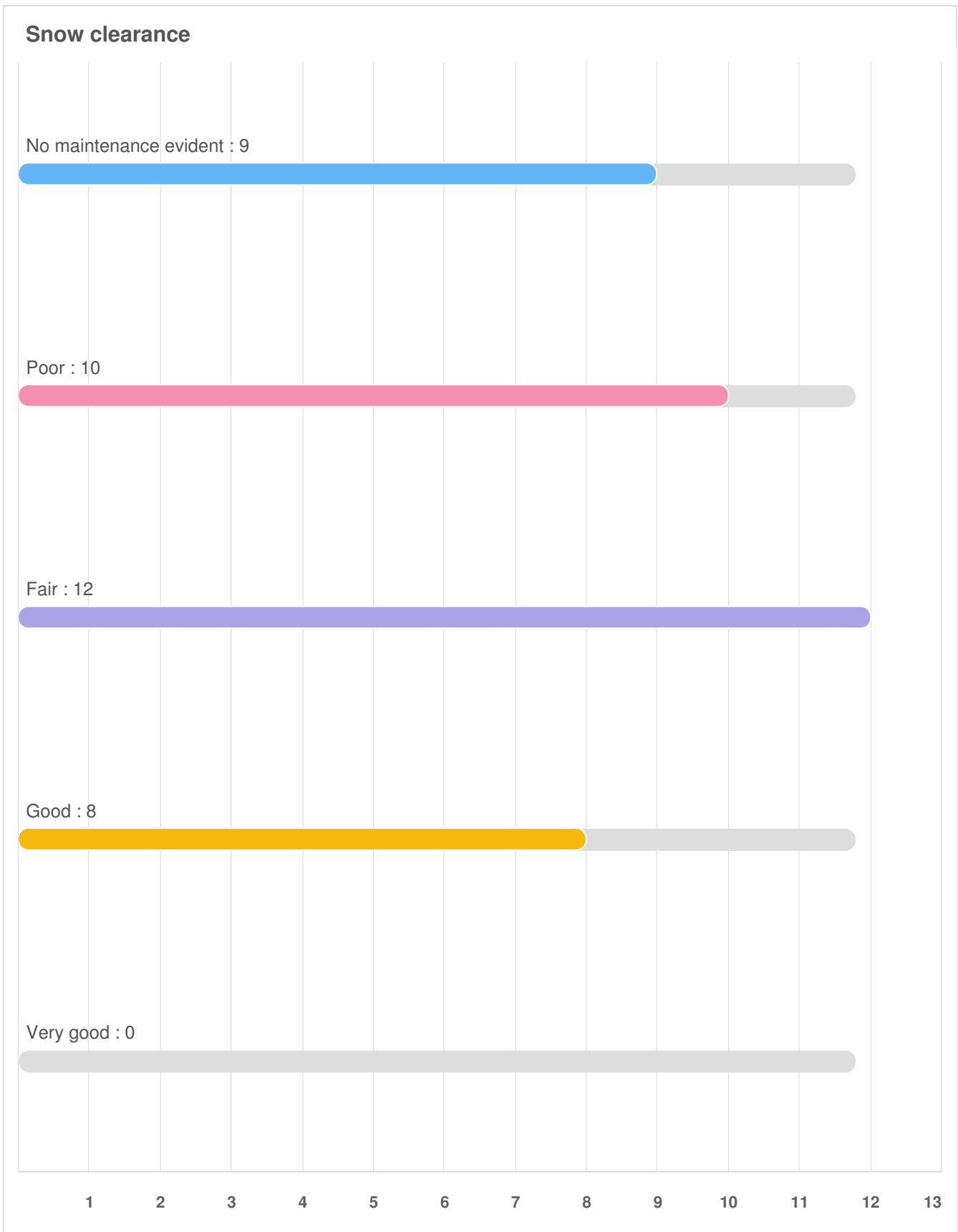
**Vegetation management (keeping weeds, grass and trees from encroaching on the bike lane or trail)**

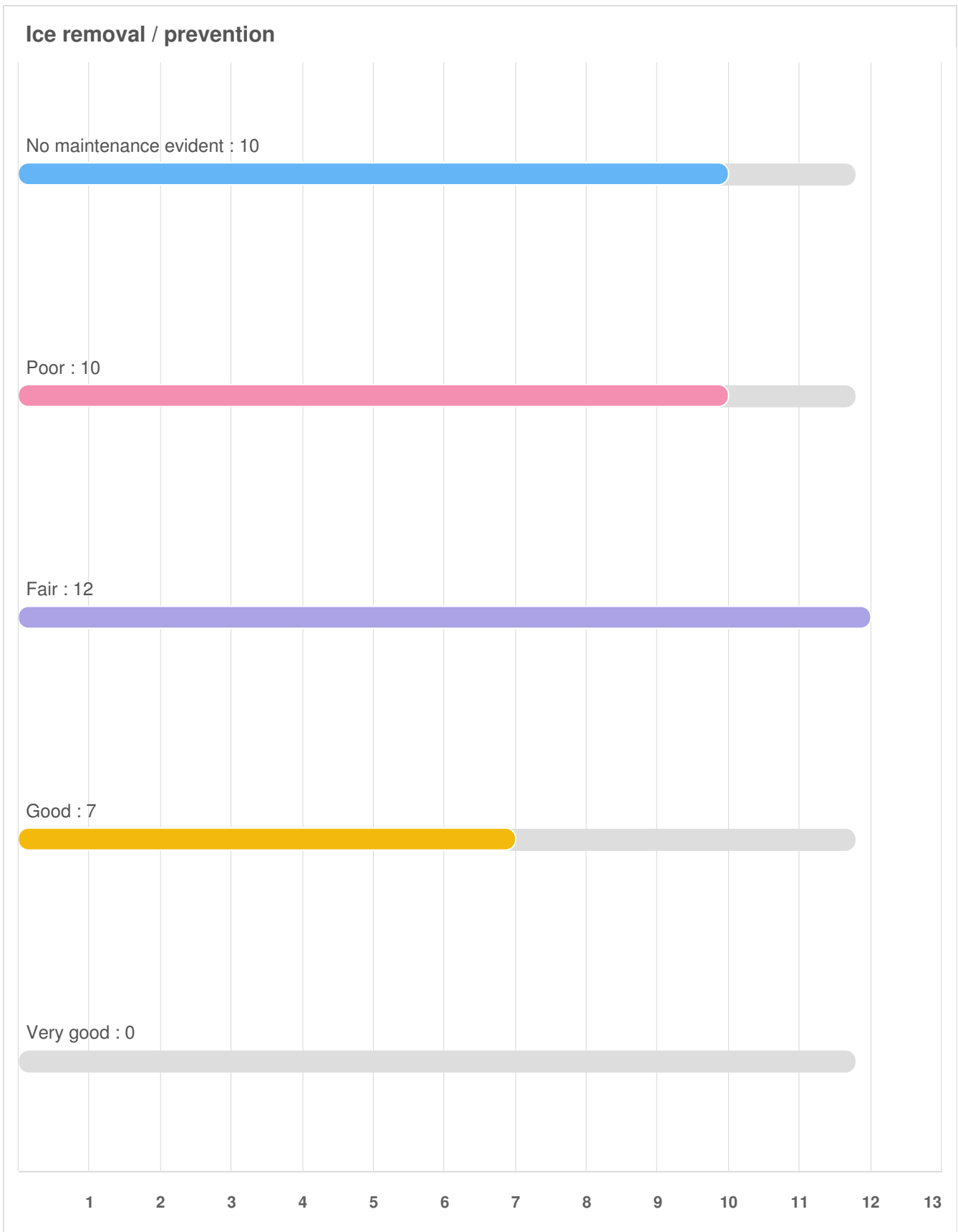




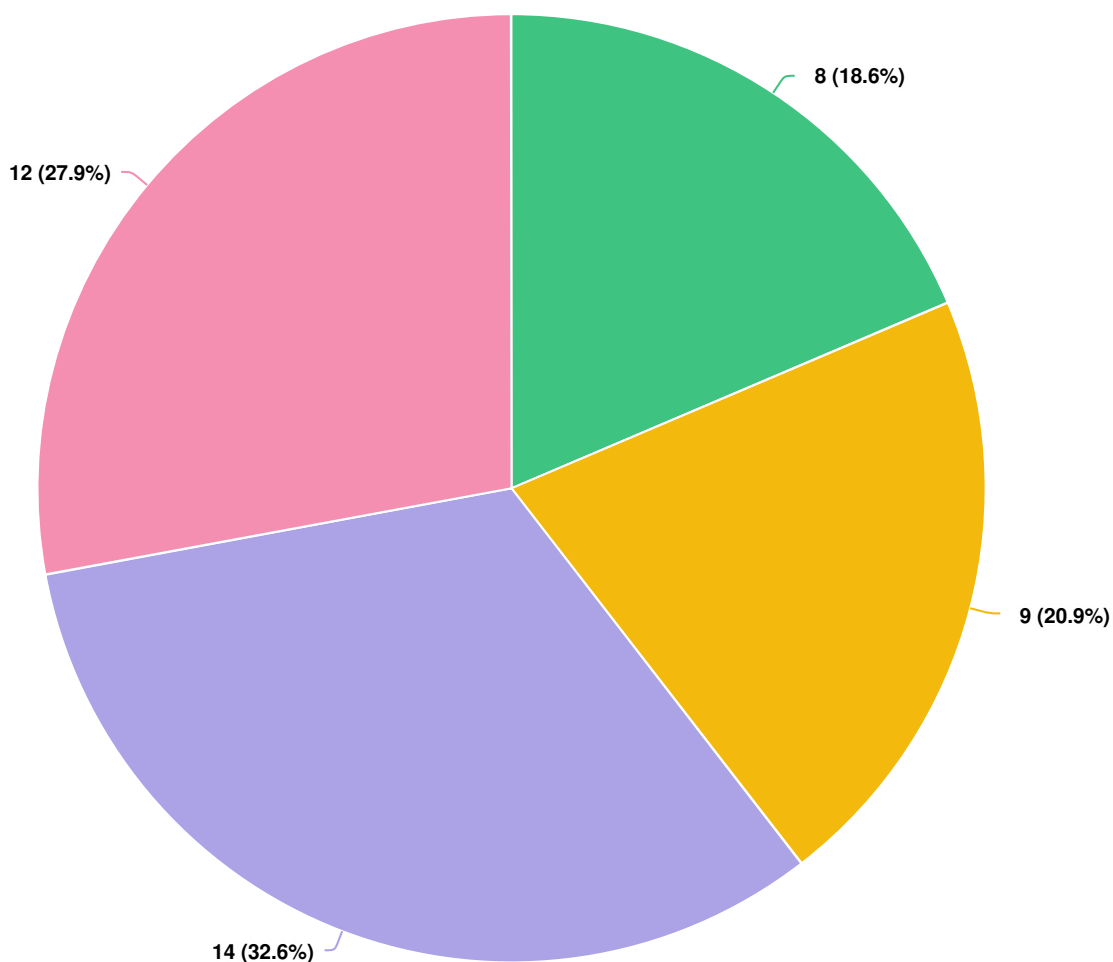








**Q13** | If you knew that specific cycling routes you frequently use were scheduled to be cleared of snow and ice with the same level of priority as roadways, how likely would you be to ride your bike during the winter?



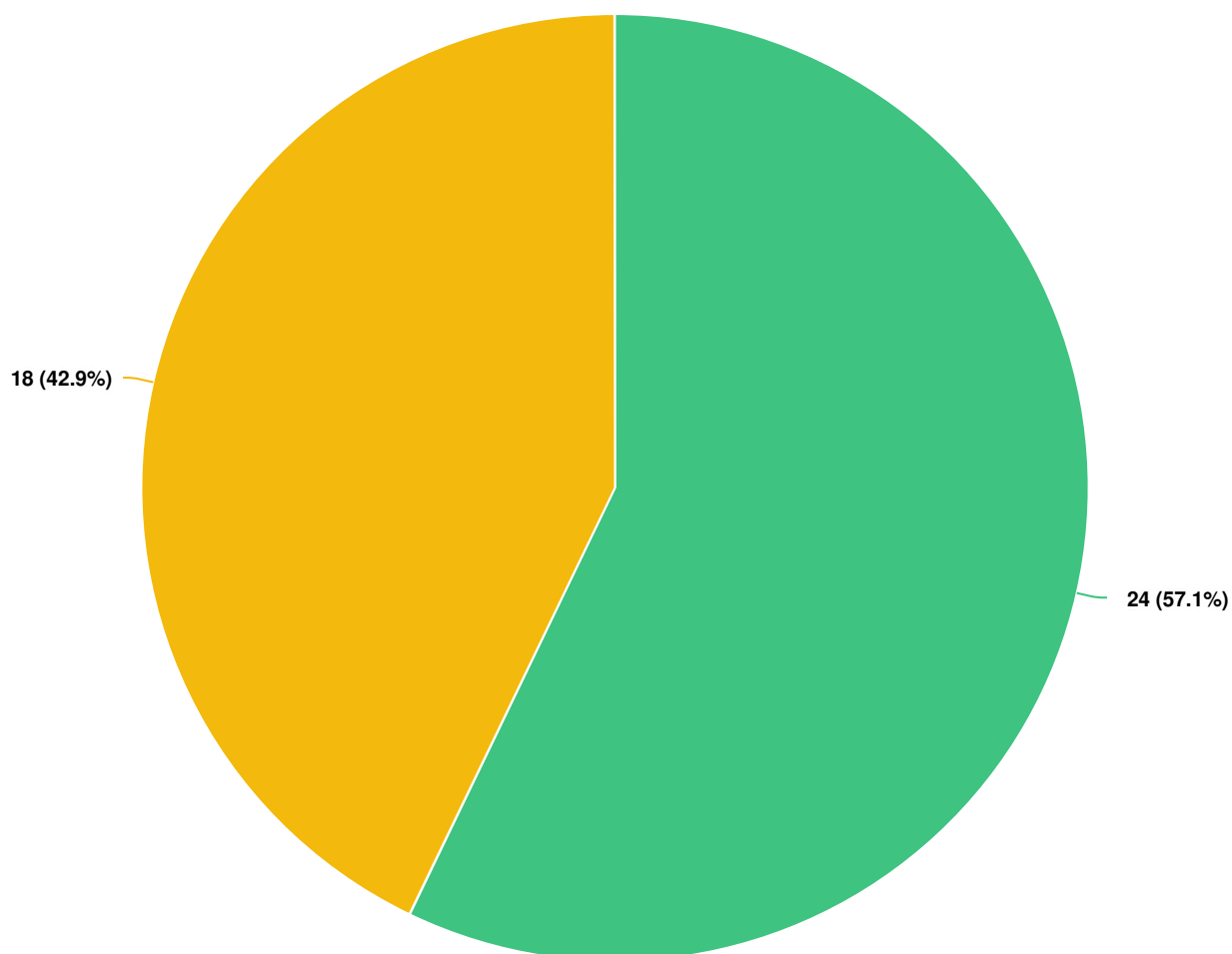
**Question options**

- Very likely
- A bit more likely
- Unlikely
- Very unlikely

Optional question (43 response(s), 0 skipped)

Question type: Radio Button Question

**Q14** Oxford County currently has limited resources available to perform winter maintenance on its cycling infrastructure. Would you rather see the County adopt:



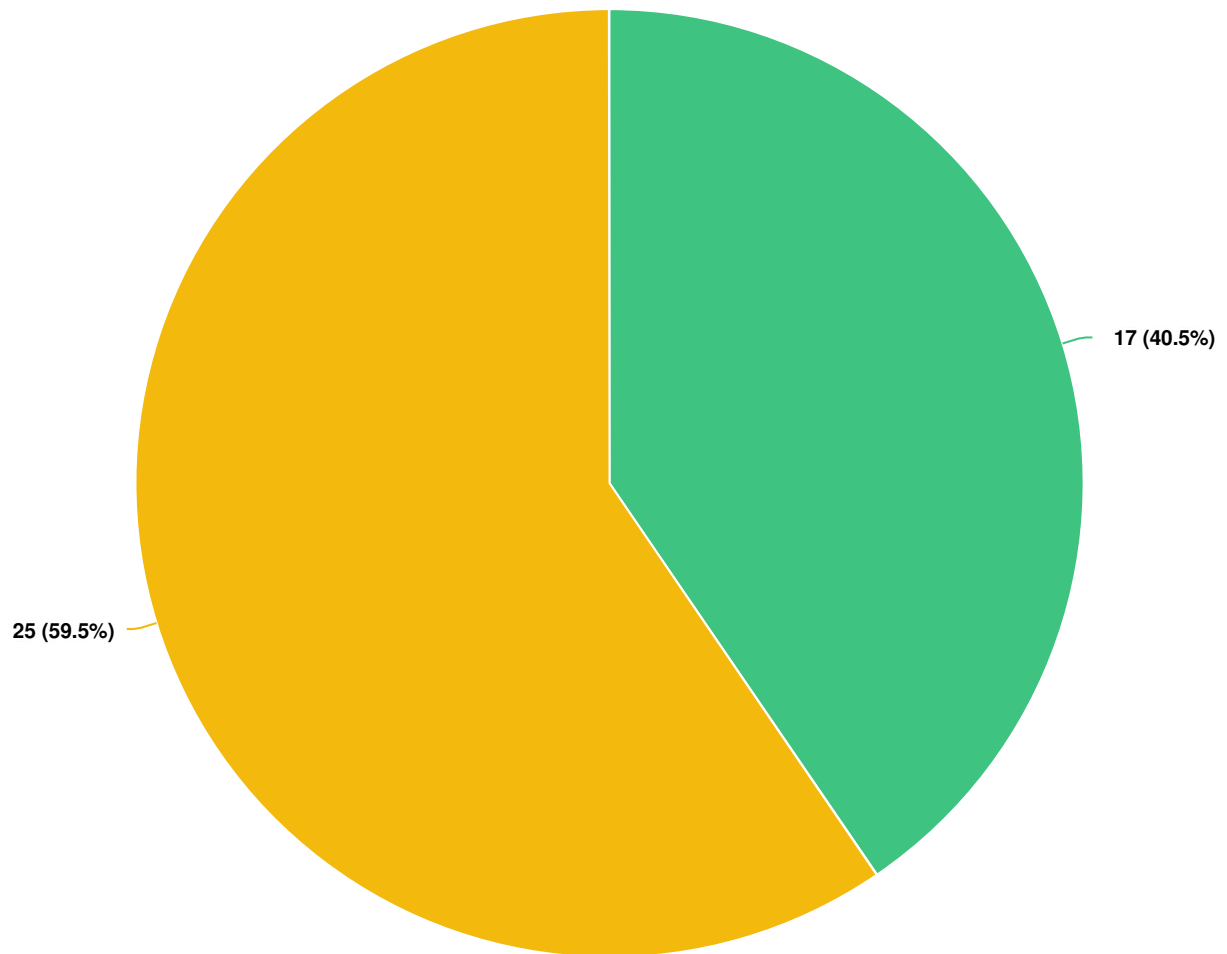
**Question options**

- An approach that focuses on clearing more routes, but with a less reliable standard of maintenance (e.g., if the routes cleared by the County required 2 days to clear fully, some routes may not be cleared until 24-36 hours after a snowfall event)
- A higher standard of maintenance on a smaller number of priority routes (e.g., key routes could be cleared by 7am on weekdays, and would be cleared again before the afternoon commute as needed) or

*Optional question (42 response(s), 1 skipped)*

*Question type: Radio Button Question*

**Q15 | Do you think that there is a consistent approach to wayfinding and signage within Oxford County?**



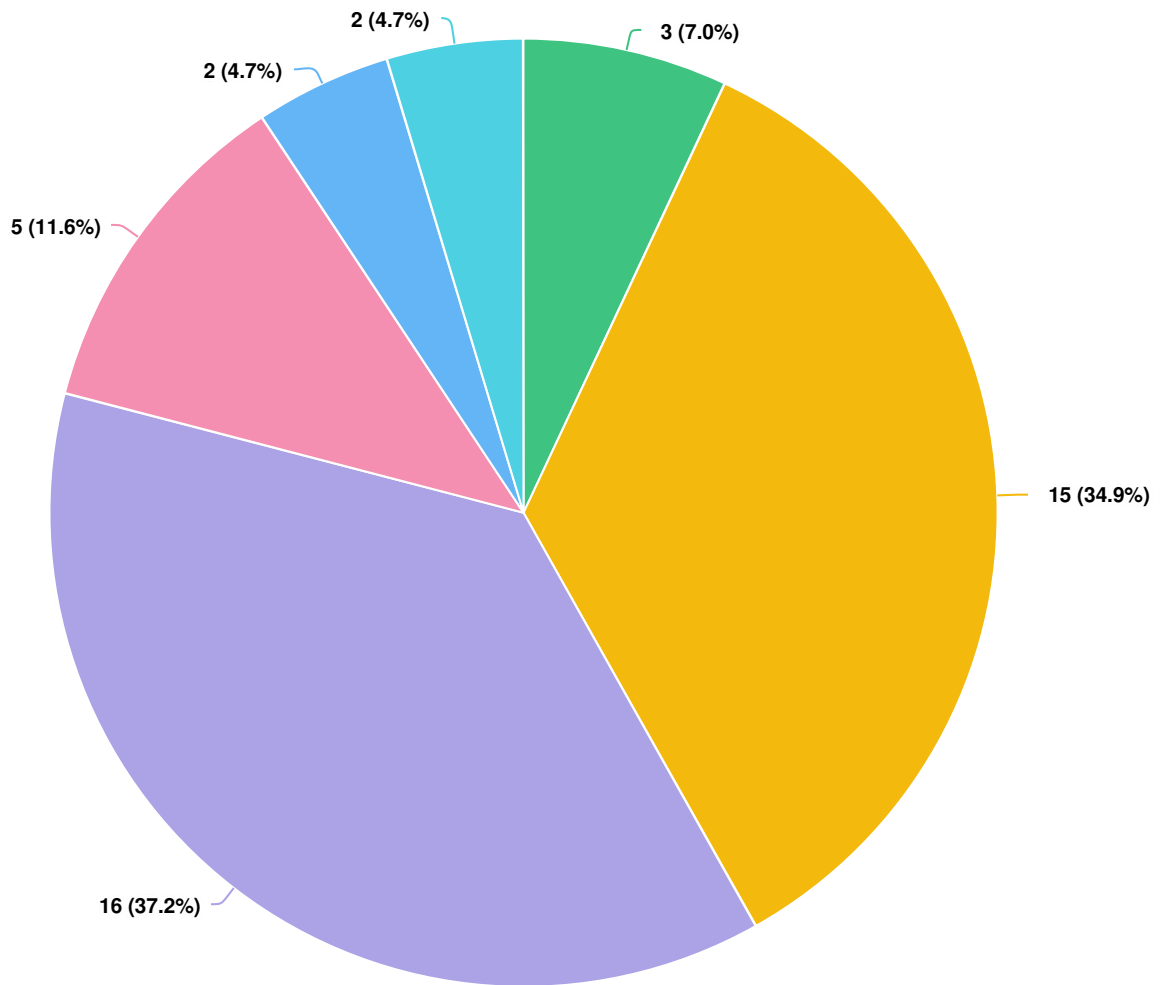
**Question options**

- No
- Yes

*Optional question (42 response(s), 1 skipped)*  
*Question type: Radio Button Question*



**Q16** How would you rate your satisfaction with the availability and use of signage and wayfinding for active transportation in your daily life in Oxford County?

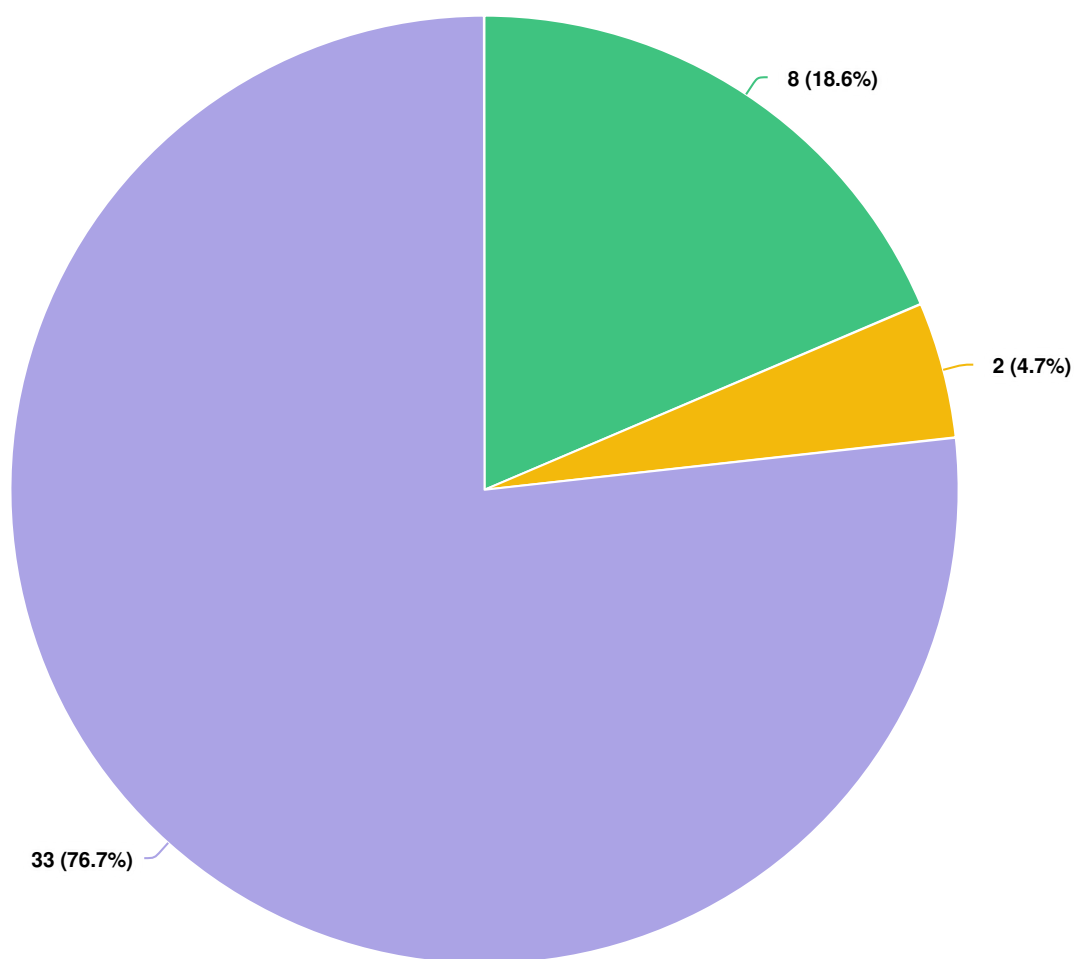


**Question options**

- Not applicable / Don't know
- Very dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Very satisfied

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q17** Please indicate your familiarity with the sign shown below: **Figure 1 - Road name plate.**  
**Purpose:** Identifies the location of a cycling route in a minimalist format to reduce signage clutter.

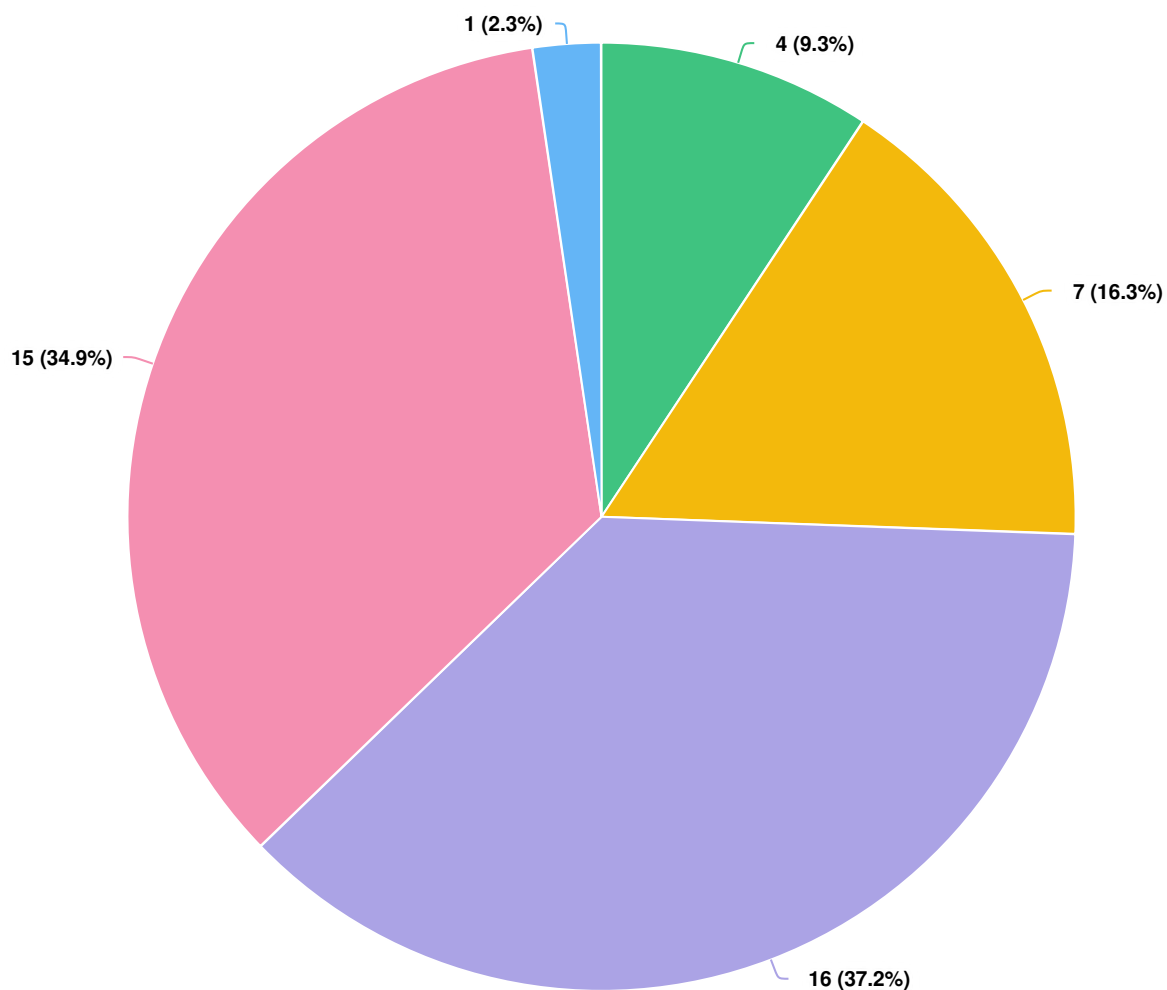


**Question options**

- I have not seen signs like this in Oxford County
- I have seen signs like this in Oxford County, but don't know what they mean
- I have seen signs like this in Oxford County and understand what they mean

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q18** On a scale of 1 to 4 where 1 makes no difference to you and 4 means it would make a significant positive impact to your cycling experience, how would you feel about seeing more signs like this in Oxford County?



**Question options**

- 5 - Not applicable / Don't know
- 4 - Significant positive impact
- 3 - Some positive impact
- 2 - Very little impact
- 1 - No impact at all

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q19** Tell us more about why you feel that way about this type of signage. (optional)

2/09/2021 11:51 AM  
Perhaps its the fact I'm old(er) and don't rely on GPS apps to follow, ... 'signs', even simple ones like the Bruce Trail's colour coded blazes (a type of low-tech sign, in my opinion), offer a visual confirmation that you are on the right track.

2/09/2021 05:38 PM  
People don't look at signs, they need to see results

2/09/2021 08:55 PM  
Cycle county roads so most that are paved are acceptable to use (road cycling)

2/09/2021 11:45 PM  
Operators of motor vehicles won't ever notice it they can barely observe cyclists on the roadway due to distracted driving et al

2/11/2021 04:29 PM  
Signs this small would be hard to navigate bike routes while riding. Current bike route signs in Woodstock are clear and easy to identify while riding.

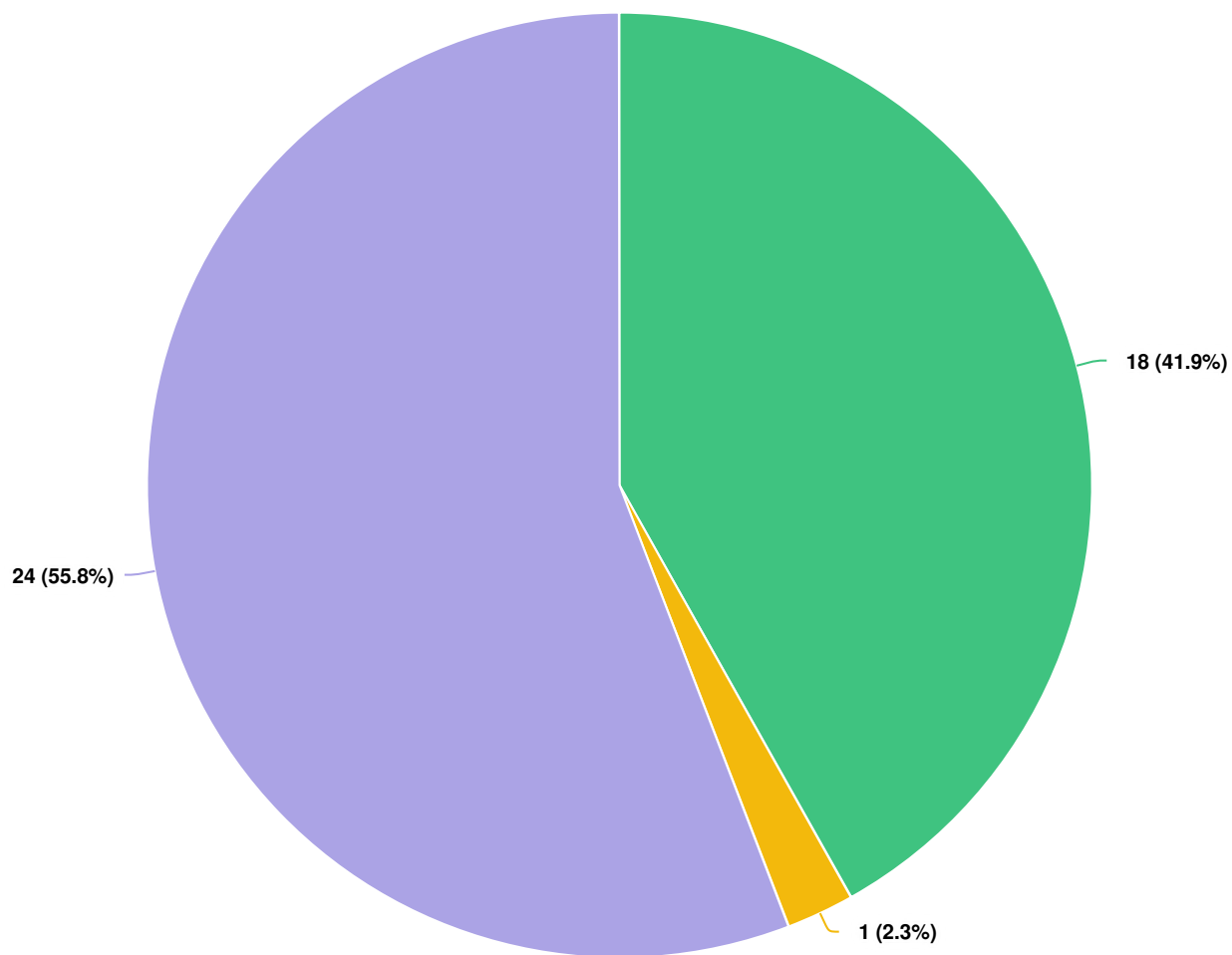
2/12/2021 08:12 AM  
I know my way around and choice my routes.

2/12/2021 05:53 PM  
As a mental prompt to make folks think about active transportation

**Optional question** (30 response(s), 13 skipped)

**Question type:** Essay Question

**Q20** Please indicate your familiarity with the sign shown below: **Figure 2 - Pavement Markings.** Purpose: Can support wayfinding signage to ensure turns are not missed and can assist with cycling positioning along shared facilities.

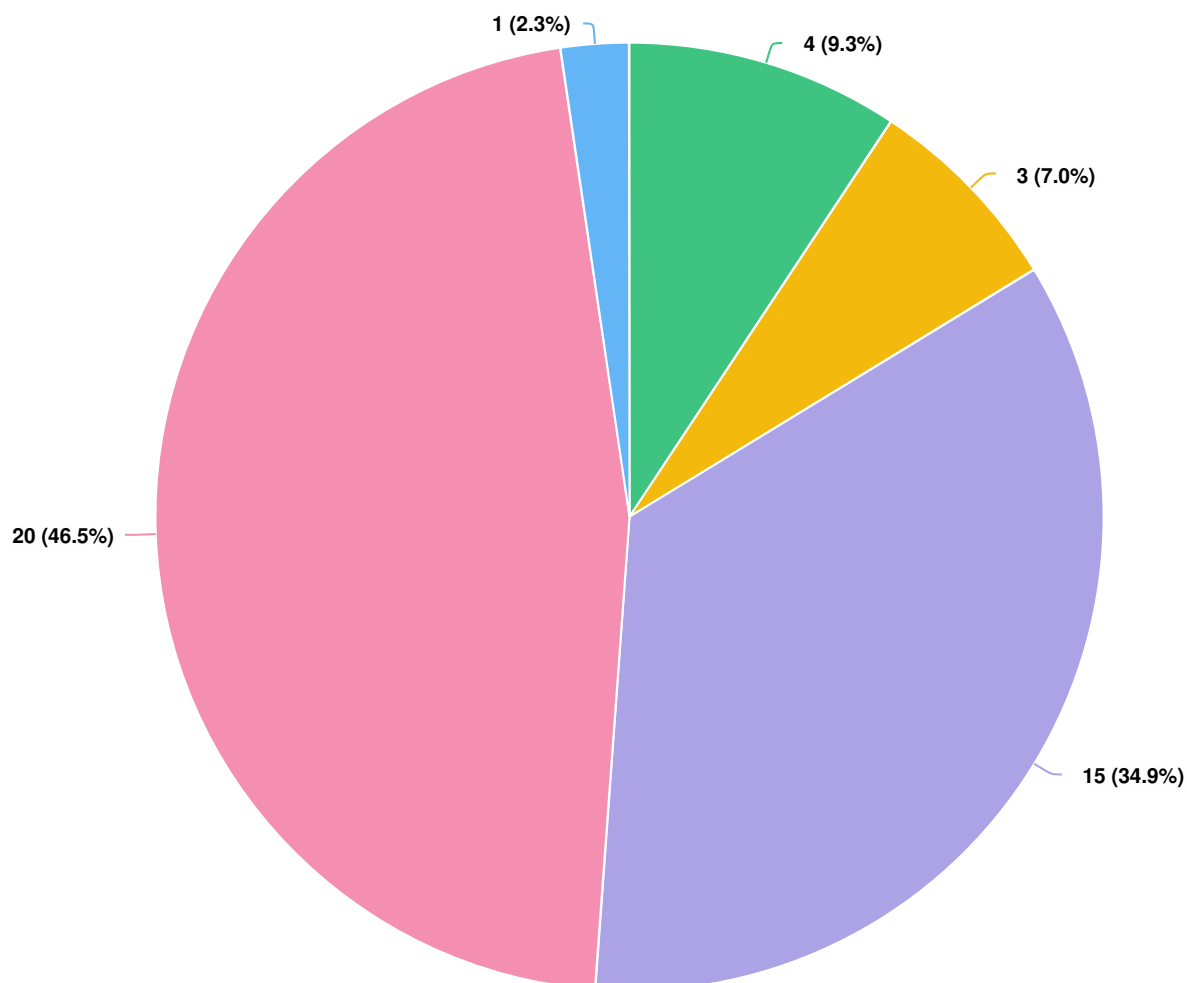


**Question options**

- I have not seen signs like this in Oxford County
- I have seen signs like this in Oxford County, but don't know what they mean
- I have seen signs like this in Oxford County and understand what they mean

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q21** On a scale of 1 to 4 where 1 makes no difference to you and 4 means it would make a significant positive impact to your cycling experience, how would you feel about seeing more signs like this in Oxford County?



**Question options**

- 5 - Not applicable / Don't know
- 4 - Significant positive impact
- 3 - Some positive impact
- 2 - Very little impact
- 1 - No impact at all

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question



**Q22** Tell us more about why you feel that way about this type of signage. (optional)

2/09/2021 11:51 AM

I'm a much bigger proponent of signage that is posted, rather than painted on/applied to pavement. They can be small posted signs, that don't have to be associated with a conglomeration of other signs. Perhaps look to the Cataract Trail, as it goes through Fergus, as an example. Or the Swiss trail system.

2/09/2021 05:38 PM

Drivers don't care about cyclists and are often neglectful to the rights of cyclists

2/09/2021 08:55 PM

Not needed in counrty

2/11/2021 04:29 PM

East to follow while riding

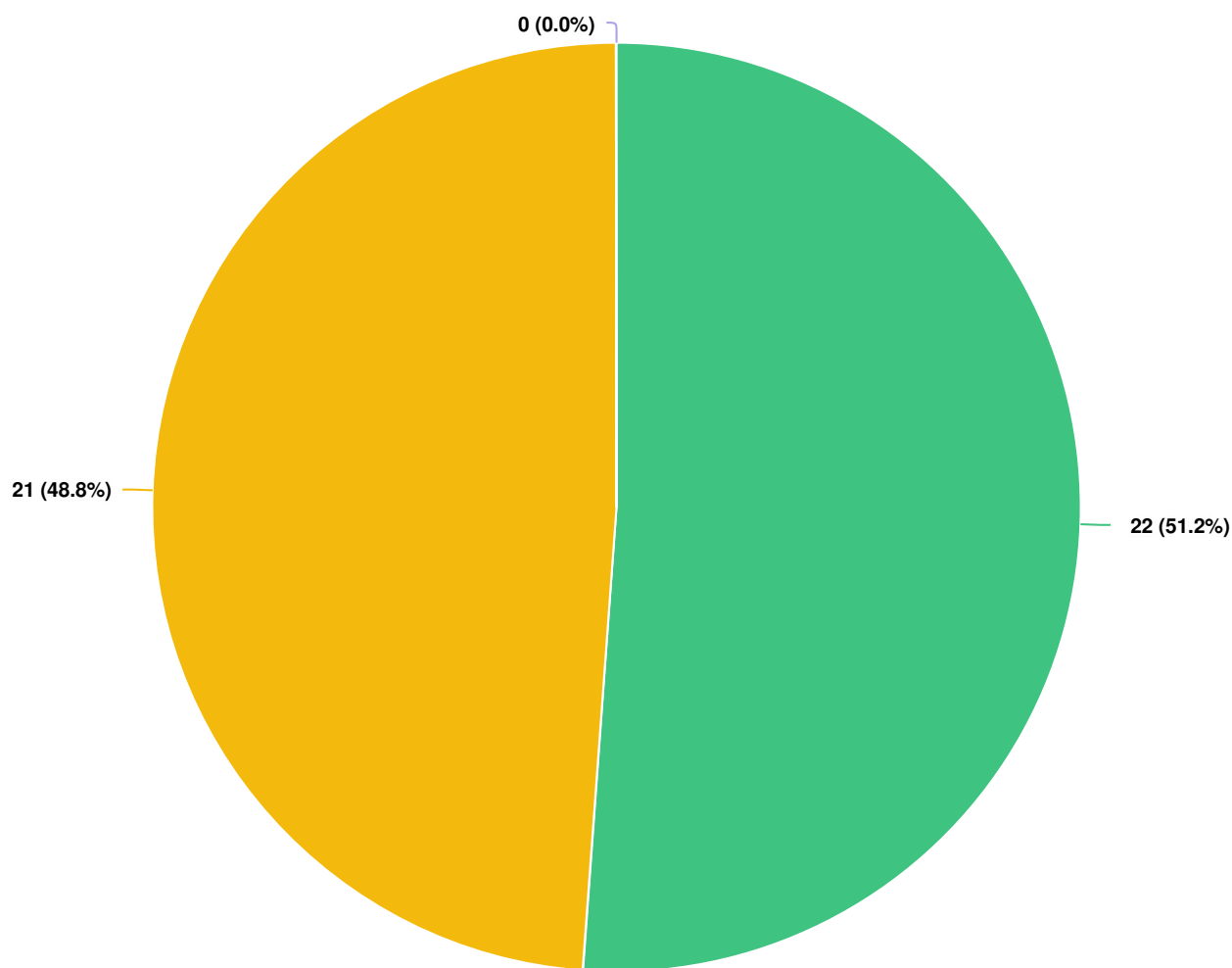
2/12/2021 08:12 AM

The signs are on the pavement but the road, eg. Parkinson Rd. Has no extra space for cycling, so it looks good but does not aid the cyclist because there is no cycling lane.

**Optional question** (24 response(s), 19 skipped)

**Question type:** Essay Question

**Q23** Please indicate your familiarity with the sign shown below: **Figure 3 - Trailhead signage.**  
**Purpose: Mark major entrances or gateways to trail facilities.**

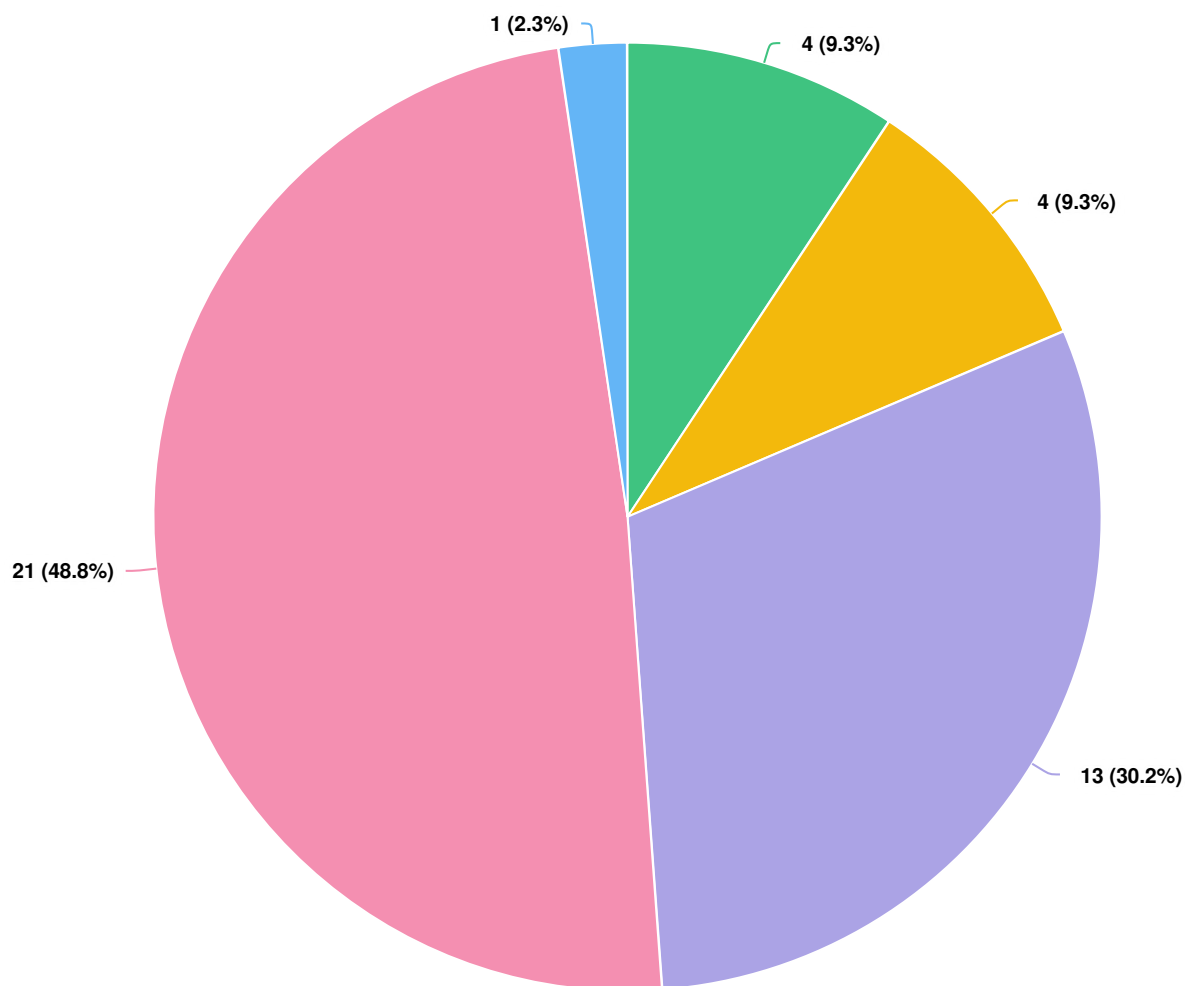


**Question options**

- I have seen signs like this in Oxford County, but don't know what they mean
- I have not seen signs like this in Oxford County
- I have seen signs like this in Oxford County and understand what they mean

*Optional question (43 response(s), 0 skipped)*  
*Question type: Radio Button Question*

**Q24** On a scale of 1 to 4 where 1 makes no difference to you and 4 means it would make a significant positive impact to your cycling experience, how would you feel about seeing more signs like this in Oxford County?



**Question options**

- 5 - Not applicable / Don't know
- 4 - Significant positive impact
- 3 - Some positive impact
- 2 - Very little impact
- 1 - No impact at all

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q25** Tell us more about why you feel that way about this type of signage. (optional)

2/09/2021 11:51 AM

St. Thomas' trailhead signage is MUCH more informative with trail maps included, along with "You Are Here" notation (as I recall). I'm referring to St. Thomas' Whistlestop Trail system. I can strongly recommend their use of very informative signs, at key locations. Otherwise, as for intermittent signs, to confirm that you haven't missed a turn, etc., I wasn't very impressed. A combination of Fergus' and St. Thomas' approaches to bike route signage would be ideal.

2/09/2021 05:38 PM

Identify where/what paths are located are always good and their usage

2/09/2021 08:55 PM

Don't ride trails

2/11/2021 04:29 PM

The type of information this portrays should be obvious

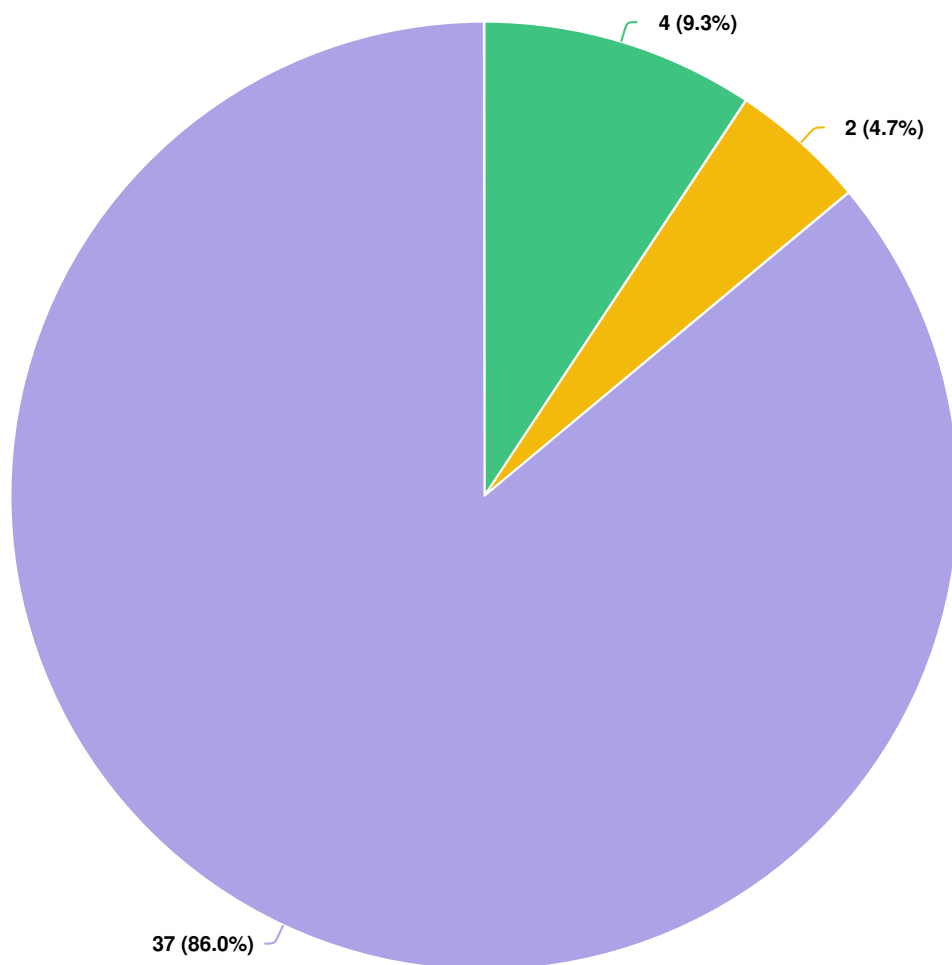
2/12/2021 08:12 AM

I am familiar with trails in Oxford, however I have benefited from similar signs in other area I go to cycle in.

**Optional question** (21 response(s), 22 skipped)

**Question type:** Essay Question

**Q26** Please indicate your familiarity with the sign shown below: **Figure 4 - Confirmation signs. Purpose: Reinforces the location of a cycling facility and its direction of travel after turns and to all nearby traffic.**

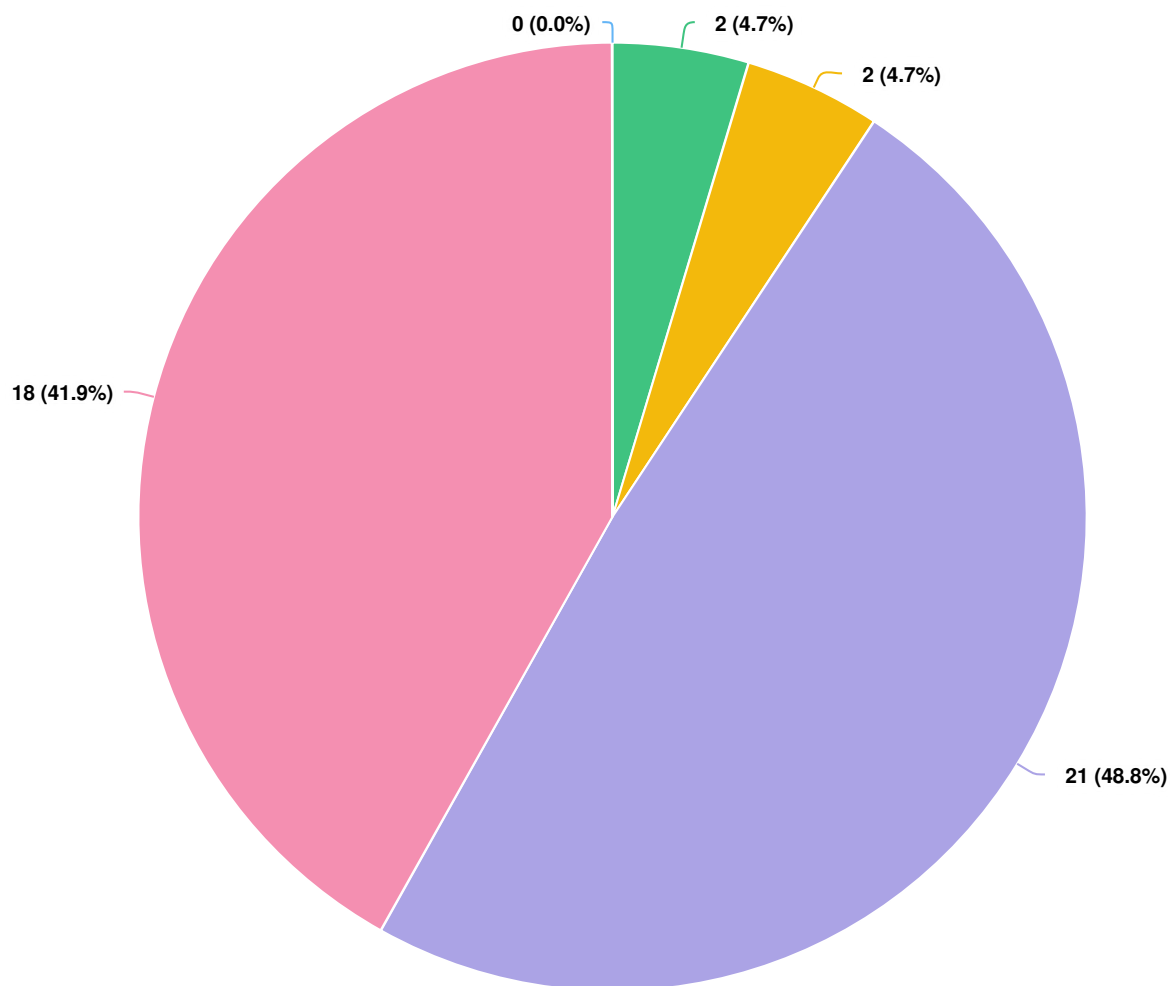


**Question options**

- I have not seen signs like this in Oxford County
- I have seen signs like this in Oxford County, but don't know what they mean
- I have seen signs like this in Oxford County and understand what they mean

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q27** On a scale of 1 to 4 where 1 makes no difference to you and 4 means it would make a significant positive impact to your cycling experience, how would you feel about seeing more signs like this in Oxford County?



**Question options**

- 5 - Not applicable / Don't know
- 4 - Significant positive impact
- 3 - Some positive impact
- 2 - Very little impact
- 1 - No impact at all

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question



**Q28** Tell us more about why you feel that way about this type of signage. (optional)

2/09/2021 11:51 AM

Yes, this is more of the type I've been referring to. However, my impression is that these would be unnecessarily large, expensive, and likely subject to vandalism. Signs that are smaller, cheaper, and posted in a manner that makes them less accessible to pranksters, would be sufficient, in my opinion.

2/09/2021 05:38 PM

Easier to plan routes

2/09/2021 08:55 PM

Supplies helpful information, easy to read, understandable

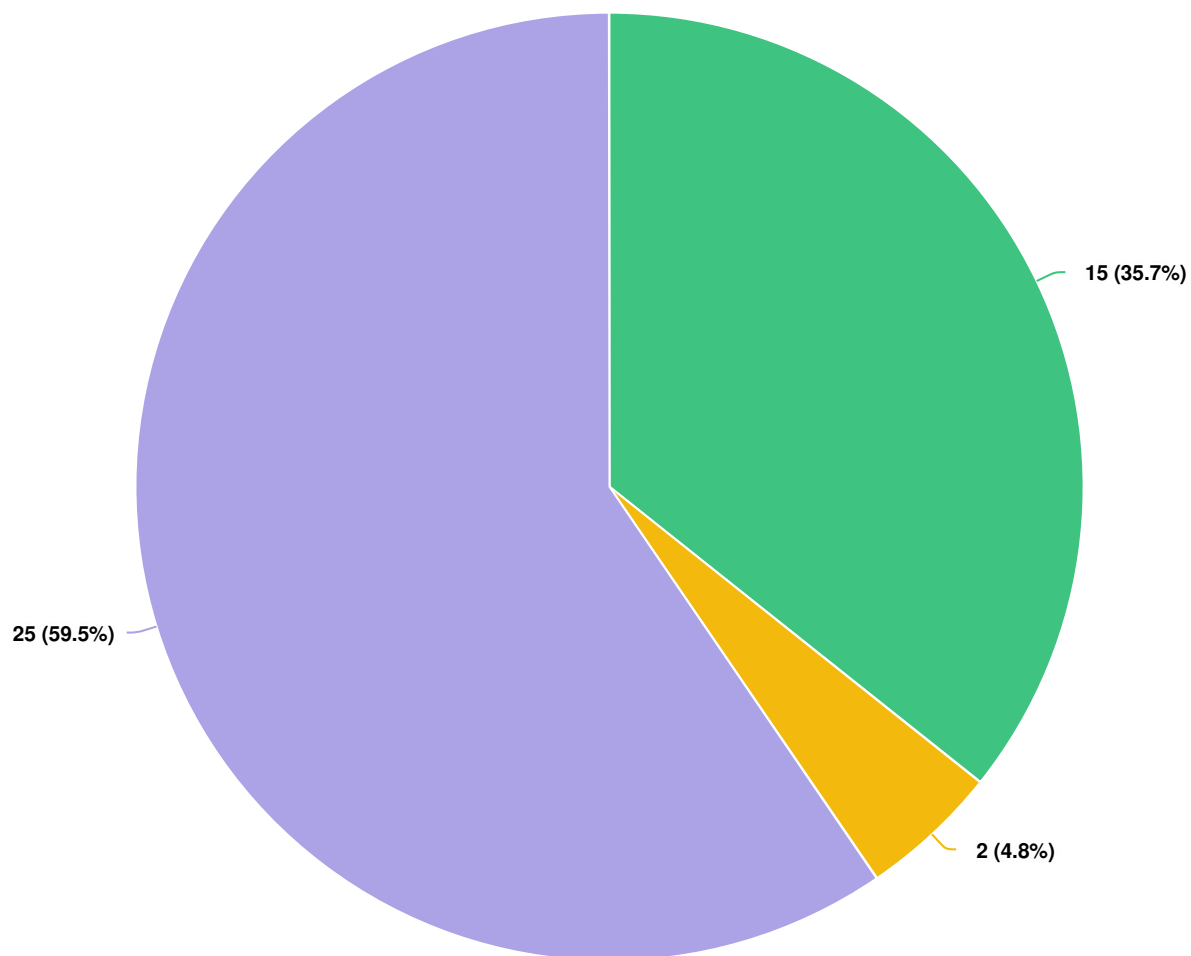
2/12/2021 08:12 AM

I'm familiar with the area and distance.

**Optional question** (18 response(s), 25 skipped)

**Question type:** Essay Question

**Q29** Please indicate your familiarity with the sign shown below: **Figure 5 - Turn signs.**  
**Purpose:** Combined with directional pavement markings to direct cyclists across turns in a bikeway's alignment.

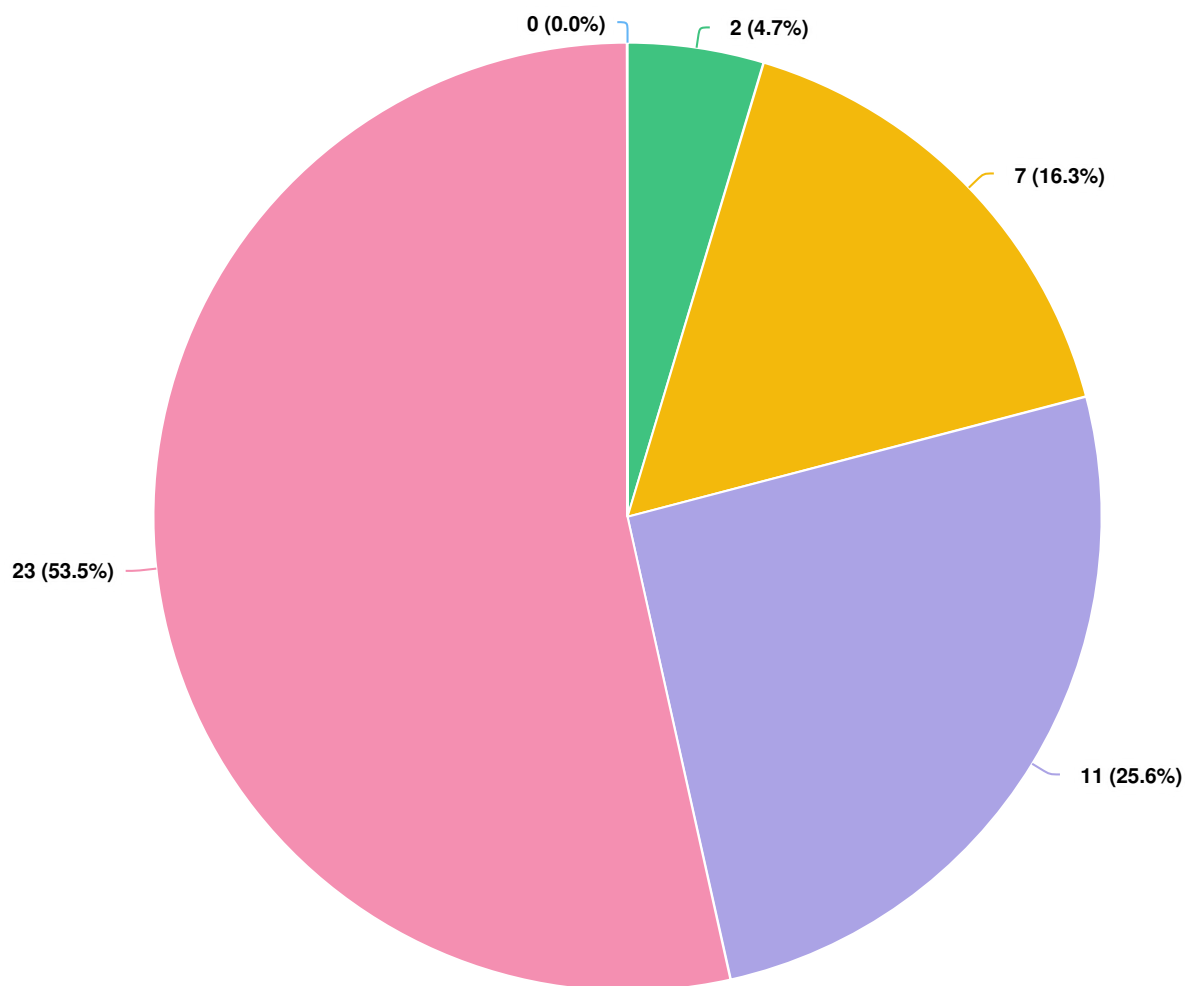


**Question options**

- I have not seen signs like this in Oxford County
- I have seen signs like this in Oxford County, but don't know what they mean
- I have seen signs like this in Oxford County and understand what they mean

Optional question (42 response(s), 1 skipped)  
Question type: Radio Button Question

**Q30** On a scale of 1 to 4 where 1 makes no difference to you and 4 means it would make a significant positive impact to your cycling experience, how would you feel about seeing more signs like this in Oxford County?



**Question options**

- 5 - Not applicable / Don't know
- 4 - Significant positive impact
- 3 - Some positive impact
- 2 - Very little impact
- 1 - No impact at all

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q31** Tell us more about why you feel that way about this type of signage. (optional)

2/09/2021 11:51 AM  
Much better...though I will confess that as I am using my Android phone to complete this survey, I am unable to read the units of measure used in the scaled diagrams - the images are blurred.

2/09/2021 05:38 PM  
More visibility for cycling usage

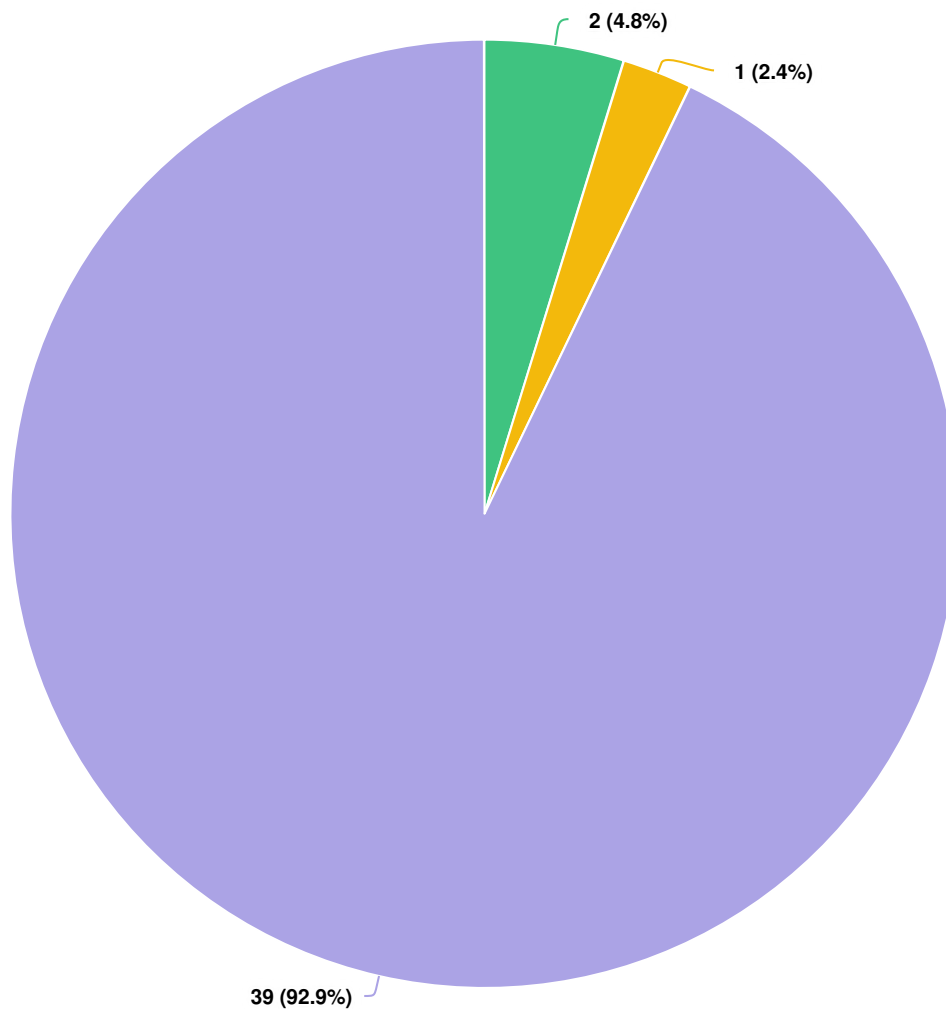
2/11/2021 04:29 PM  
Easy to identify routes and follow routes while riding

2/12/2021 08:12 AM  
I'm familiar with the area.

**Optional question** (15 response(s), 28 skipped)

**Question type:** Essay Question

**Q32** Please indicate your familiarity with the sign shown below: **Figure 6 - Decision signs.**  
**Purpose:** Provides direction at key junctures, directs cyclists to key destinations and allows cyclists to orient themselves

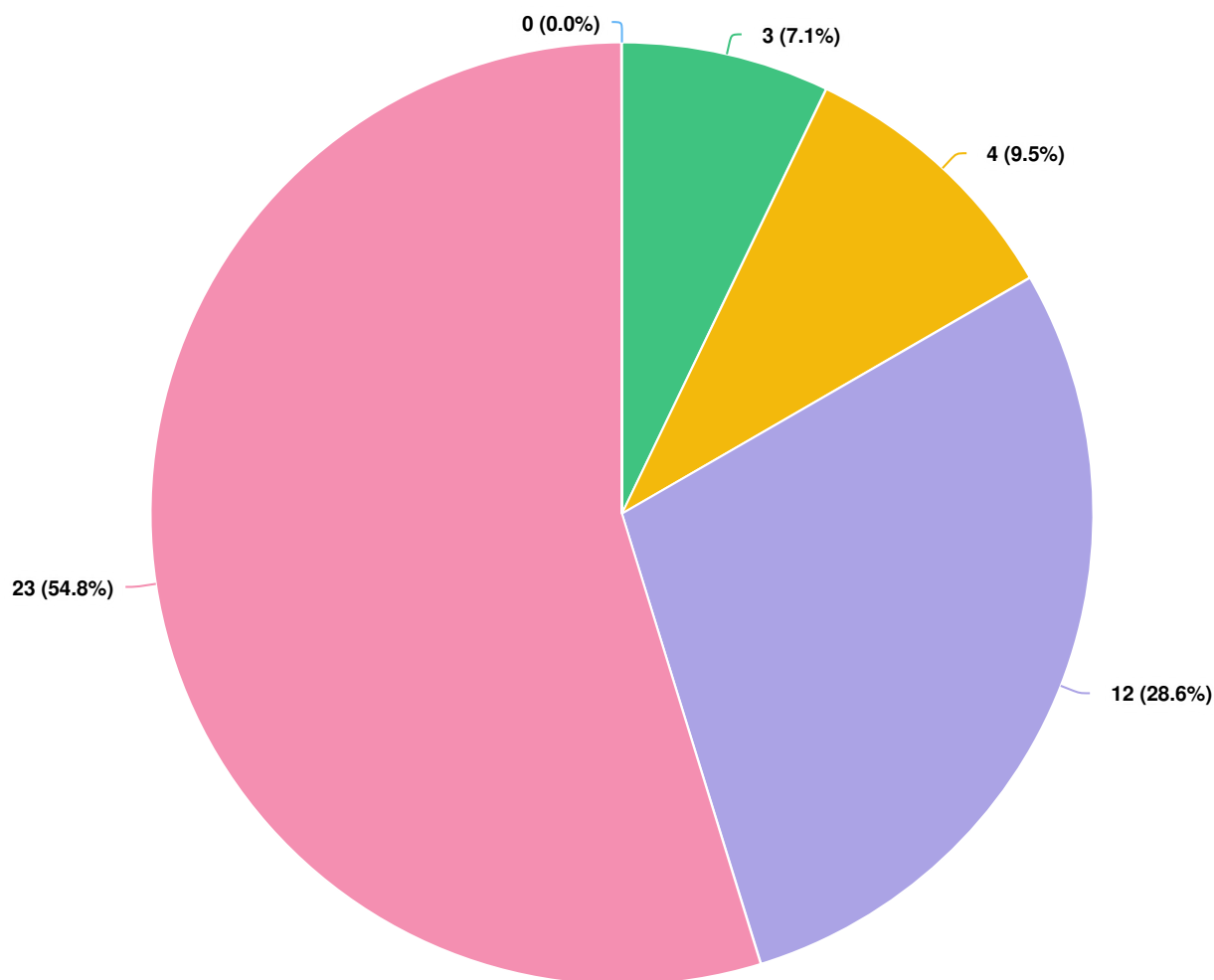


**Question options**

- I have not seen signs like this in Oxford County
- I have seen signs like this in Oxford County, but don't know what they mean
- I have seen signs like this in Oxford County and understand what they mean

Optional question (42 response(s), 1 skipped)  
Question type: Radio Button Question

**Q33** On a scale of 1 to 4 where 1 makes no difference to you and 4 means it would make a significant positive impact to your cycling experience, how would you feel about seeing more signs like this in Oxford County?



**Question options**

- 5 - Not applicable / Don't know
- 4 - Significant positive impact
- 3 - Some positive impact
- 2 - Very little impact
- 1 - No impact at all

Optional question (42 response(s), 1 skipped)  
Question type: Radio Button Question



**Q34** Tell us more about why you feel that way about this type of signage. (optional)

I'd just be repeating myself...

2/09/2021 11:51 AM

Increased signage in OC is beneficial to everyone

2/09/2021 11:45 PM

If I'm riding I know my destination and approx distance before I leave

2/11/2021 04:29 PM

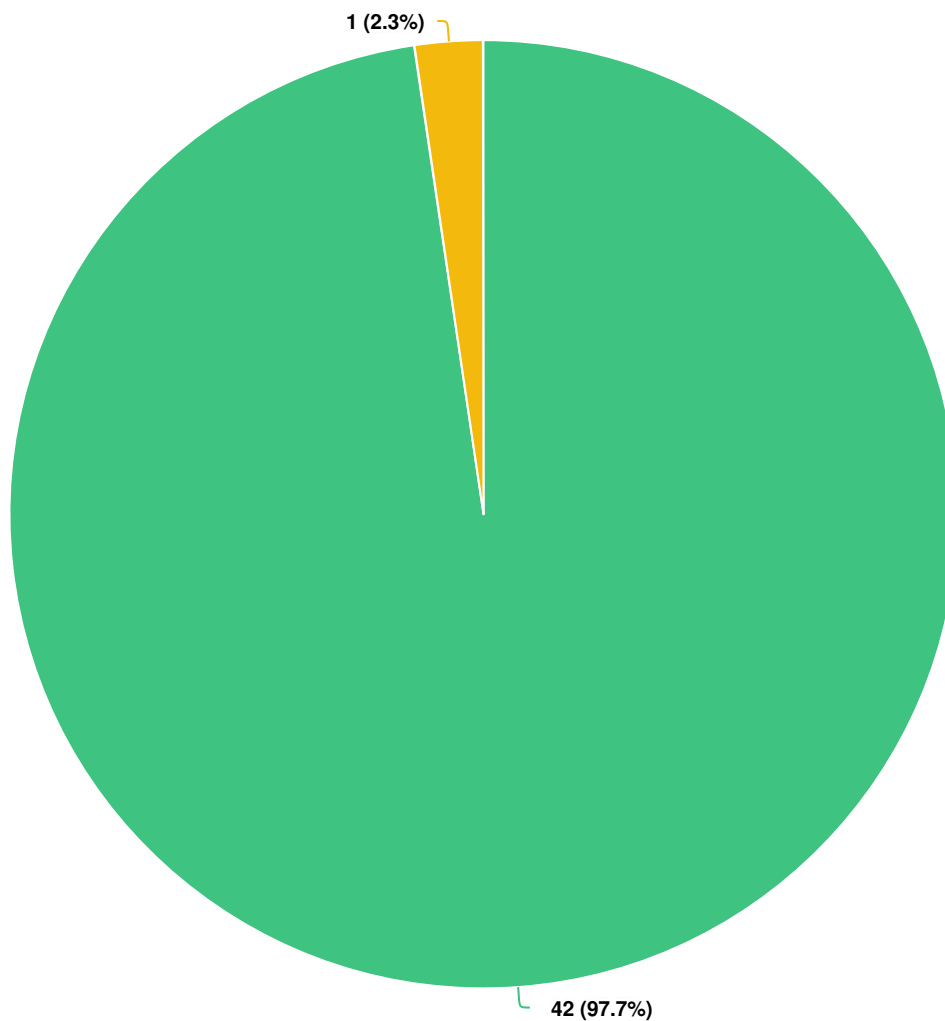
It would be good for anyone who doesn't know the area.

2/12/2021 08:12 AM

**Optional question** (16 response(s), 27 skipped)

**Question type:** Essay Question

**Q35** Do you think the County should work with municipalities and other stakeholders to develop a consistent approach to signage throughout the County?

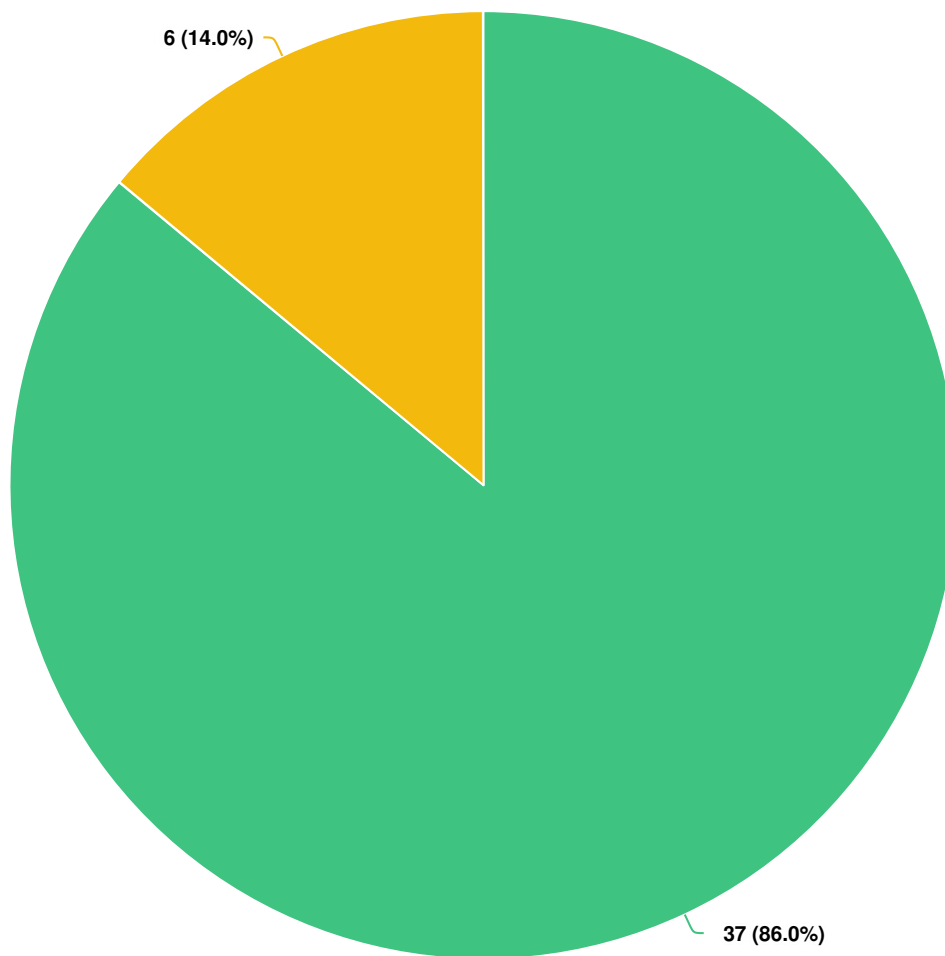


**Question options**

- No
- Yes

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

**Q36** Do you think that the County should explore specific branding around cycle tourism implemented through a signage and wayfinding strategy?



**Question options**

- No
- Yes

Optional question (43 response(s), 0 skipped)  
Question type: Radio Button Question

### Q37 If yes, why?

2/09/2021 11:51 AM Consistency. Besides, this should be a collaborative effort, especially if cycling interest groups from across the county can be brought together to provide their collective support.

2/09/2021 05:38 PM It makes the experience more unique to the county and can draw more people in because of it

2/09/2021 11:45 PM Consistency is most efficient and will become identifiable to local and visiting community members

2/11/2021 04:29 PM Would promote safer cycling and promote higher use of bicycles. Would also promote the whole county to riders from other places.

2/12/2021 08:12 AM It would be great if someone wanted to cycle in Oxford, they could check 1 location where routes and signs were located and start their day, knowing they won't get lost, unless they want to.

2/12/2021 05:53 PM I think Tourism Oxford and the Town of Ingersoll Safe Cycling committee with the support of council have done lots to encourage folks to pedal

**Optional question** (27 response(s), 16 skipped)

**Question type:** Essay Question

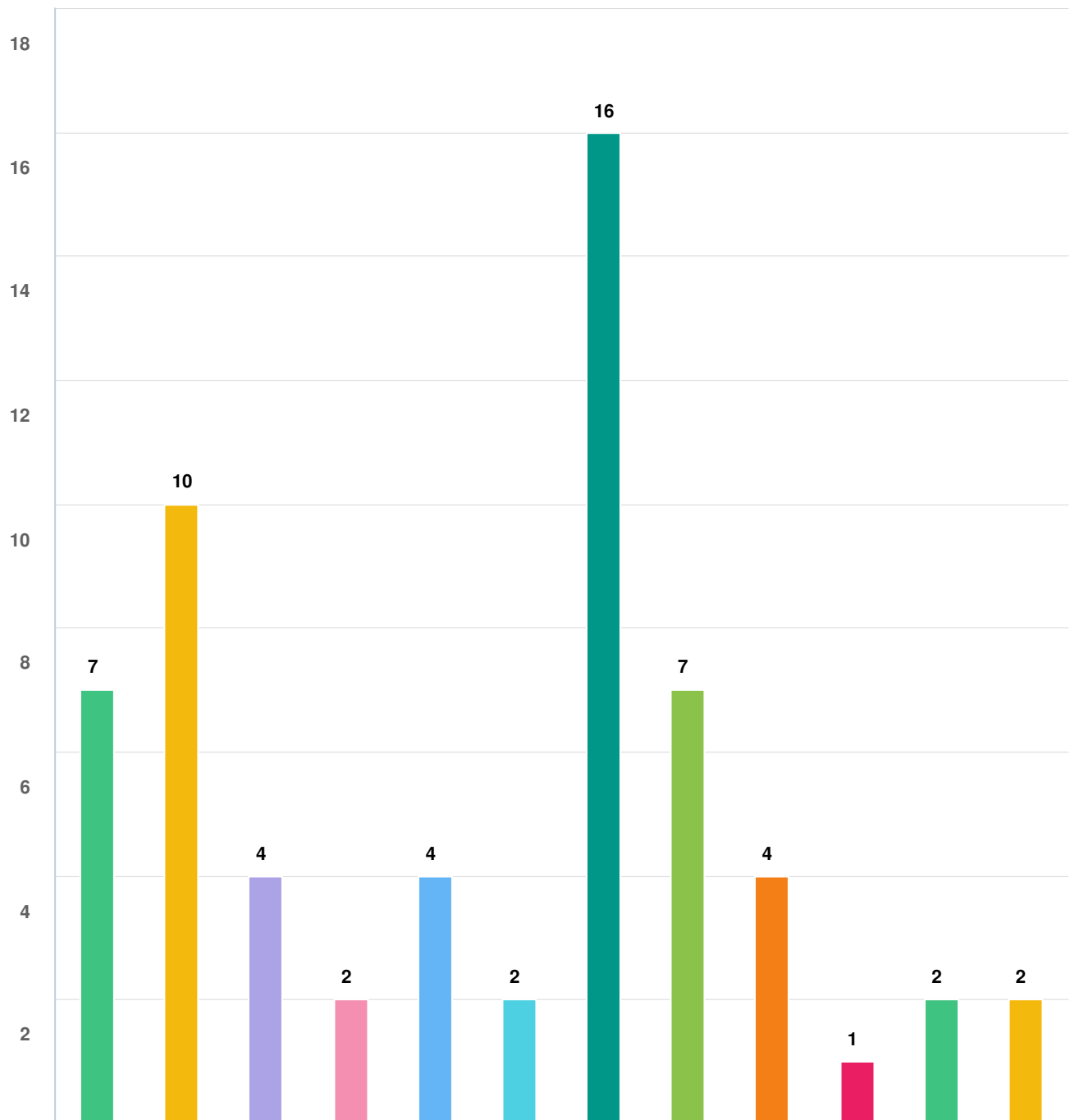
### Q38 If no, why?

2/09/2021 08:55 PM Clarify branding, what is branding exactly. Do not need to see county of Oxford advertise on signs.

**Optional question** (3 response(s), 40 skipped)

**Question type:** Essay Question

**Q39 How did you hear about this survey?**



**Question options**

- Other (please specify)
  Mail / email
  County Council
  Community group
  From someone else
- Social media
  Spotify ad
  Digital (online) ad
  News media (radio, newspaper)
  Website
- Newspaper ad
  Public notice (online or in newspaper)

Optional question (43 response(s), 0 skipped)  
 Question type: Checkbox Question

November 3, 2022

Sent via email: [REDACTED]

Attention: [REDACTED]

**RE: Oxford County 2021 Cycling Master Plan**

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To L [REDACTED]

Oxford County has completed the final draft of 2021 Cycling Master Plan (CMP) that identifies a long term strategy for implementation of cycling infrastructure on the County road network.

Oxford County is a regional government with eight (8) member municipalities (Township of Blandford-Blenheim, Township of East Zorra-Tavistock, Town of Ingersoll, Township of Norwich, Township of South-West Oxford, Town of Tillsonburg, City of Woodstock and Township of Zorra). The County is responsible for operation and maintenance of the regional road network that consists of 1,331-lane km of roads.

The vision of the Oxford County CMP is to '*create an integrated and connected cycling network that promotes active transportation, tourism, and low carbon travel options as part of a sustainable multi-modal transportation network*'. The key outcome of the CMP is development of a primary and secondary cycling network that will include cycling infrastructure (bike lanes) within the existing road platform. The primary network provides connectivity to communities and their local cycling/trail networks, key employment areas, tourism destinations and existing and future off road trails.

This CMP was carried out in accordance with the planning and design process following the Master Planning Process as outlined in the Municipal Engineers Association *Municipal Class Environmental Assessment* (October 2000, as amended in 2015), which is approved under the Ontario *Environmental Assessment Act*.

Consultation for this Master Plan Study will comply with the mandatory guidelines developed by the Municipal Engineers Association (MEA) for First Nations and Aboriginal Peoples consultation as detailed in its Municipal Class Environment Assessment (EA) document (October 2000, amended 2007, 2011 & 2015) which is approved under the Ontario *Environmental Assessment Act*. Oxford County also recognizes and follows the Ministry of Environment, Conservation and Parks (MECP) guidance protocol (Code of Practice for Consultation in Ontario's Environmental Assessment Process) for Aboriginal consultation under the Ontario *Environmental Assessment Act*.

Accordingly, the County willingly accepts its responsibility to conduct interest-based consultation with Indigenous Communities as part of the Environmental Assessment process. Oxford County is committed to the open flow of information and to ensuring that there are meaningful opportunities for Walpole Island First Nation to provide input during this Study. As our neighbours in our community, we wish to build a strong and open relationship with your Nation.



In order to finalize this, we are notifying you of the project in hopes that you can assist our project team in determining if your community may hold an interest in this project. Specifically, we are seeking your input on:

- Any comments or concerns that your community has on the proposed project; and
- The best methods to communicate with your community.

Your comments are welcome and will be taken into consideration for the final CMP Master Plan Report. Our project team would be pleased to meet with you to answer your questions or respond to any concerns you may have.

Should potential adverse impacts of the project undertakings on asserted or established Aboriginal or treaty rights be anticipated or determined to exist, the Crown has a legal rights-based duty to consult Indigenous Communities. Where the Crown's rights-based duty to consult process may be triggered, the MECP Environmental Approvals Branch will assess the extent of any Crown duty to consult in such circumstances. In such cases, additional procedural aspects of the consultation process may be delegated from the MECP Environmental Approvals Branch to Oxford County (the Study proponent).

A copy of the final draft of the CMP report along with consultation materials is available on the County's webpage at [https://speakup.oxfordcounty.ca/shared\\_link/z-2rshgy](https://speakup.oxfordcounty.ca/shared_link/z-2rshgy). Please provide review comments by November 30, 2022.

Thank you in advance for your participation. Should you have any questions or require additional information, please contact the undersigned by phone at 519-539-9800 ext. 3120 or email at [fgross@oxfordcounty.ca](mailto:fgross@oxfordcounty.ca).

Sincerely,



Frank Gross, C.Tech.  
Manager of Transportation & Waste Management Services

cc: Justin Jones, WSP Project Manager

## Notice of Study Completion

# Oxford County Cycling Master Plan

### Municipal Class Environmental Assessment Study

Oxford County has completed the Cycling Master Plan (CMP) to:

- enhance its current cycling initiatives;
- identify opportunities for commuter cycling; and,
- provide on-road connectivity to local cycling and off-road trail networks.

The County retained WSP Canada Group Limited, in partnership with Share the Road Cyclist Coalition, to prepare the Cycling Master Plan.

The CMP has identified a long term strategy for implementation of a primary and secondary cycling network on County roads that will provide greater connectivity for active transportation. The CMP followed Phases 1 and 2 of the Municipal Class Environmental Assessment (EA) process for master plans.

### Notice of review periods

This notice announces the start of the 45 calendar-day public review period for the CMP in accordance with the requirements of the EA process. The review period will begin on **December 1, 2022**.

The CMP report is available for viewing:

- **In person** at the Oxford County Administration Building at 21 Reeve Street in Woodstock, Ontario.
- **Online** at Speak Up, Oxford!  
[www.speakup.oxfordcounty.ca/cycling-master-plan-final-review](http://www.speakup.oxfordcounty.ca/cycling-master-plan-final-review)

You can submit your feedback or questions:

- Directly to: Frank Gross  
Manager, Transportation & Waste Management  
21 Reeve Street, PO Box 1614  
Woodstock, ON N4S 7Y3  
1-800-755-0394, ext. 3120  
[fgross@oxfordcounty.ca](mailto:fgross@oxfordcounty.ca)
- Online at Speak Up, Oxford!  
[www.speakup.oxfordcounty.ca/cycling-master-plan-final-review](http://www.speakup.oxfordcounty.ca/cycling-master-plan-final-review)

### Contacts for more information

Frank Gross  
Manager, Transportation & Waste Management  
21 Reeve Street,  
Woodstock, ON N4S 7Y3  
1-800-755-0394, ext. 3120  
[fgross@oxfordcounty.ca](mailto:fgross@oxfordcounty.ca)

Justin Jones  
Project Manager, WSP  
582 Lancaster Street West  
Kitchener, ON N2K 1M3  
[Justin.Jones.2@wsp.com](mailto:Justin.Jones.2@wsp.com)  
289-982-4933

*Information will be collected in accordance with the Municipal Freedom of Information and Protection of Privacy Act. With the exception of personal information, all comments will become part of the public record.*

This notice issued November 18, 2022