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STAFF REPORT: RECREATION DEPARTMENT



REPORT TO: Infrastructure and Recreation
MEETING DATE: June 11, 2013
REPORT NO.: DOR 13 31
SUBJECT: Share the Road Rural Edition Update
PREPARED BY: Shawn Everitt, Director of Recreation

A. Recommendations

THAT Council receive Staff Report DOR 13 31, "Share the Road Rural Edition Update" for information purposes.

B. Background

Since 2008, staff has worked closely with the County of Grey, Blue Mountain Resorts, The Share the Road Coalition, The Blue Mountains O.P.P., The Blue Mountains Agricultural Advisory Committee and local cycling advocate Bill Abbotts. In 2010, the Town received a Bronze Bicycle Friendly Designation from the Share the Road Coalition for work that was completed through strong planning practices and the built, cycling-friendly environment.

In 2012, staff made application to the Ministry of Sport & Tourism to develop a Share the Road Marketing and Promotion program that specifically provides education about cycling in the Rural Area. Staff is hopeful that the work that has been completed through this Share the Road - Rural Edition will be a key aspect in achieving a Gold designation for the 2014 Bicycle Friendly application process.

A major component of this program was the development of a five minute social media type video that demonstrates examples of scenarios of Sharing the Road in rural areas.

Local Cycling advocate Bill Abbotts, The Blue Mountains O.P.P. Sargent Charlie Watts, The Blue Mountains O.P.P. Constable Piet Huysen and Manager of Roads & Drainage Jim McCannell were all significant supporters of this project. Having each of these individuals in the developmental stages of the video concept and message development was critical to its success.

The filming of the video took place on the 21st Sideroad between the 10th Line and Grey Road 2. Staff would like to acknowledge the participation of local cyclists for volunteering their time to allow the scenarios to be filmed with actual cyclists;

- Debora Bloom Hall
- Wiwi Thomsen
- Herb Quickert
- Terry White
- Norine Baron
- Garth Baron
- Colin Travis

Staff also received support for the use of farm equipment for this project from Kubota Canada, Earthpower Tractors & Knott Farms as well as the approval to use land owned by Hewgill Orchards, Georgian Hills Vineyard and John Ardiel. This support allowed for the shooting of the video with actual farm equipment in the rural area.

Colin Fox Productions was the lead in the filming and production, all filming was completed by Colin Fox, Jamie Shaw, Brian St. Marie and Owen Weir. The aerial footage utilized a drone type remote control helicopter. This footage provided a vantage point that allowed for a very high quality view of the surrounding area and provided efficient shooting. Ravenna resident Owen Weir received volunteer hours for his assistance in the filming. Owen has an interest in pursuing a career in the film making industry and this opportunity was a perfect fit and allowed the Town to help provide this opportunity to Owen.

It is anticipated that his video will reach significant numbers of viewers in a way historical type marketing would not; in particular the messaging reach will be significant with the use of social media, for that reason the production formatting has been set for you-tube type distribution. The use of you-tube was identified as a major component. Staff, during the research stage of Share the Road promotion identified that many Share the Road videos currently are in place, however promotion of how to safety Share the Road in the Rural areas was non-existent. The video will be placed on the Town's website, and staff expects that it will be placed on the County of Grey and the Share the Road Coalition websites and we are hopeful that the video is utilized by cycling groups and local schools to help promote The Share the Road Initiative.

The Share the Road promotion will also include swag items being handed out such as car magnets that have been very successful in the past, as well as flashing bike reflectors that will be supplied to the Agricultural Advisory Committee for distribution to the migrant workers for additional road safety. The Blue Mountains O.P.P. also incorporates a ride along program throughout the riding season. This program has local cycling advocates along with officers set up roadside education points, riders and drivers are provided Share the Road education material as well as magnets, water bottles to help promote the program and spread the message to all the users of the road.

Police and staff have found that since the Share the Road program has been actively promoted the number of complaints received in regards to cycling has dropped. It is important to note however that some incidents continue to take place, the overall acceptance and level of respect has increased.

C. The Blue Mountains' Strategic Plan

The Towns Sustainable Path

Theme: Accessible and Integrated Public Transportation System

- Address the connectivity and linkages of walking and cycling routes, density and commercial/residential mix. Increase pedestrian and cycling access to daily amenities, while ensuring safety and accessibility.

- Consider plans and programs to create bicycle and pedestrian pathways and linkages in existing neighbourhoods.

Town Strategic Plan

Preserving and enhancing natural and environmental features, cultural heritage of the community

Supporting the development of social and recreational programs to meet the broad range of needs in the community.

D. Environmental Impacts

To continually promote active transportation

E. Financial Impact

The Town received funding through the Healthy Communities Fund to complete this project.

F. In Consultation With

Sergeant Charlie Watts, The Blue Mountains O.P.P.

G. Attached

None at this time

Respectfully submitted,

Shawn Everitt, Director of Recreation
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