



## **2.0 VISION, GOALS, OBJECTIVES AND PRINCIPLES**

The successful development and implementation of the Cycling Route requires a strategic framework that engages educational initiatives; facilitates compliance with traffic safety, rules and regulations; encourages trail use and support; and, helps establish an integrated multi-use transportation network that responds to users of all ages, skill levels and abilities. Expanding upon the 1995 Cycling Master Plan, the following outlines the vision, goals and objectives of the Master Plan Update and four components of the strategic framework, namely the “Four E’s” of Cycling: education, enforcement, encouragement and engineering. Thereafter, the guiding principles underlying the strategic framework are highlighted.

### **2.1 Education**

#### **Vision:**

An informed community that appreciates safe and responsible cycling activities.  
A community that evidences increasing co-operation amongst all road and bicycle users.

#### **Goal:**

- To encourage and enhance the development of educational opportunities and program initiatives that promote safe and healthful cycling, and increase the knowledge and skills of cyclists, and other road and trail users across the City.

#### **Objectives:**

- Develop and deliver comprehensive cycling education and training programs to serve all age groups, skill levels and abilities.
- Promote and endorse public information, awareness programs and educational campaigns to increase awareness and appreciation towards all road and trail users, and motorists’ acceptance of cyclists on the road.
- Employ a variety of mechanisms to deliver cycling education, training and public campaigns ensuring such programming is inclusive of all ages, skill levels and abilities.
- Employ a variety of media to disseminate safety information ensuring such information is accessible to a wide ranging audience be they local community members or visitors to Sault Ste. Marie.
- Conduct regular evaluation of “Education” programs and initiatives to identify strengths and weaknesses, and formulate ways in which to improve.



## **2.2 Enforcement**

### **Vision**

An informed community that respects the rules and rights of cyclists.

### **Goal**

- To improve / increase compliance of cyclists, motorists and other road and trail users with existing Municipal and Provincial traffic laws.
- To create a safe cycling environment and instill / increase respect amongst all road and bicycle users through responsible traffic behavior and adherence to the Ontario Highway Traffic Act.

### **Objectives**

- Provide educational resources and materials to inform cyclists, motorists and other road and trail users of existing traffic by-laws, rules and regulations concerning the use of bicycles, and their recognition / status as a vehicle under the Highway Traffic Act.
- Provide educational resources and materials to inform the public about incidents or collisions occurring on the road and trails, to encourage safe and responsible cycling practices and helmet use, and to reduce the number and severity of incidents.
- Reduce bicycle theft through provision of educational resources and materials.
- Engage outside agencies to undertake direct enforcement to ensure adherence to traffic by-laws, rules and regulations.
- Provide opportunity for cyclists to report their concerns about road and trail safety, or report incidents or collisions involving cyclists, motorists and / or other road and trail users.
- Engage volunteers and outside agencies to monitor, record and report on traffic behavior, adherence to traffic by-laws, rules and regulations, and occurrence of incidents or collisions involving cyclists, motorists and / or other road and trail users.
- Conduct regular review and analysis of records / reports provided through public input, volunteers and outside agencies to identify issues and / or areas of concern, and formulate possible solutions or remedial action.
- Conduct regular evaluation of “Enforcement” programs and initiatives to identify strengths and weaknesses, and formulate ways in which to improve.



## **2.3 Encouragement**

### **Vision**

A community that encourages alternative transportation and cycling as a means of commuting and / or recreation.

### **Goal**

- To promote increased, safe bicycle usage as an alternative means of transportation and exploration of the City that can be undertaken by people of all ages, skill levels and abilities.
- To increase ridership and appreciation of bicycling as a safe, enjoyable, practical and sustainable means of transportation that contributes to the quality of life, the environment, economy and community; and, showcases and attracts people to the City of Sault Ste. Marie.

### **Objectives**

- Promote and market cycling as an enjoyable, efficient and healthy means of transportation be it for recreational, commuter / utilitarian, or tourist purposes.
- Provide opportunities for infrequent, beginner or new cyclists to have a positive cycling experience regardless of age, skill level or ability.
- Provide amenities, facilities or facility improvements which increase the safety and convenience of cycling, and attract further riders.
- Encourage the provision of safe, effective and weather proof bicycle parking facilities.
- Develop and distribute promotional materials and resources including a bicycle map that identifies the Cycling Route network, highlights destination points, and outlines opportunities to explore Sault Ste. Marie.
- Host / facilitate promotional programs and events to engage communities in celebratory cycling activities and exploration of the City, provide incentives for participation in bicycling, and encourage networking amongst bicycle groups and organizations.
- Provide mechanisms for monitoring and assessing ridership to reflect the nature of bicycle participation.
- Conduct regular evaluation of “Encouragement” programs and initiatives to identify strengths and weaknesses, and formulate ways in which to improve.



## **2.4 Engineering**

### **Vision**

A set of standards and construction from those standards that establishes cycling as an integral part of the transportation system of Sault Ste. Marie

### **Goal**

- To provide a safe, friendly and convenient cycling environment for recreational and utilitarian cyclists through improvement and development of the existing road and trail network, and designation of alternative routes to major arterial roads in order to better meet the needs of cyclists and accommodate riders of all ages, skill levels and abilities.
- To integrate cycling into the local transportation network based on relevant traffic engineering principles, applications and best practices providing for an intuitive network of routes that connects riders to destination areas across the City.

### **Objectives**

- Identify cycling routes on existing roads and trails located inside and outside of the Hub Trail perimeter loop, and those which require improvement and / or retrofitting in order to establish a safer and more effective cycling network that includes facilities such as signed or shared road lanes, cycling lanes, paved shoulders and off-road bikeways.
- Identify areas where new cycling routes are to be established both inside and outside of the Hub Trail perimeter loop that provide access and connections to destination points and employment areas across the City, and what type of cycling facilities (signed or shared road lanes, cycling lanes, paved shoulders and / or off-road bikeways) are required.
- Identify areas where existing or new cycling routes may face barriers or challenges such as road and driveway intersections, high-traffic volumes and speeds, bridges, railway crossings and underpasses, catch basin grates, steep grades, landforms and land ownership; and, provide safe, cost-effective, realistic, timely and appropriate solutions and / or recommendations to address these issues.
- Design and plan cycling facilities that provide proper signing, sufficient lane widths, and / or separate lanes or bikeways where warranted, and that are safe, cost-effective, realistic, timely and appropriate.
- Minimize implementation costs by considering bicycle needs as part of the basic planning and design stages of transportation facilities.
- Improve bicycle accommodation on transit vehicles and access to transit stations to encourage a greater range of bicycle users.
- Encourage the provision of adequate parking facilities and cycling amenities along cycling routes, and at destination points, employment areas and transit stations.
- Identify problem areas and ensure appropriate maintenance is conducted on the road and trail network for cyclists and other users.



## **2.5 Principles**

From the foregoing Visions, Goals and Objectives, a set of Principles has been established that serve to guide the strategic framework and, development and implementation of the Cycling Master Plan. The principles are as follows:

- All traveled roadways are cycle routes and cycling should be accommodated for any reconstruction. The Cycling Master Plan advocates that roadways support bicycle use and provide for bicycle friendly facilities / amenities. The cycling routes in this Comprehensive Cycling Network should primarily provide safe alternatives to the major arterial roads of Sault Ste. Marie, and communicate the means by which to improve existing roadways and facilities.
- The Cycling Master Plan facilitates safe and responsible cycling practices amongst all ages, skill levels and abilities.
- The Cycling Master Plan facilitates Creation of Partnerships.
- The Cycling Master Plan is Destination Oriented.
- The Cycling Master Plan Supports the Quality of Life: recreation, health and fitness benefits. It provides a sustainable transportation alternative that is practical, energy efficient, cost-effective and non-polluting.
- The Cycling Master Plan Supports the Tourism and Economy of Sault Ste. Marie.
- The Cycling Master Plan Inspires Innovations: in programs, events and marketing.