



Active Transportation Facts:

70% reduction in cycling collisions with bike lanes present

22% reduction in automobile collisions with bike lanes present

Community Lifestyle

The Arundel Active Living Corridor has made cycling, walking, and rolling easy, safer, and more enjoyable for all road users.

Mobility

6.0



Community Lifestyle

Mobility (Active Transportation, Transit, Walkability)

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GOAL:

Inspire and influence the evolution of integrated urban mobility that is efficient, affordable, and accessible.

WHY IT MATTERS:

A convergence of pressures is changing transportation needs across Canada: the cost of owning and driving a car or truck continues to increase; health researchers continue to make the connection between disease, inactivity, and driving; natural systems are buckling under the pressure of GHGs and pollution; and there is an aging population who rely on automobiles, but who soon will be unable to drive. People are looking for cheaper, healthier, and smarter ways of getting around.

The choices people make are changing; for the first time in a century, fewer young people are choosing to drive. People are making new and different transportation choices. There has also been an evolution in thought about what transportation means. It no longer makes sense to plan just for automobiles or just for cyclists. Everybody, at some point in their lives, is a pedestrian, a transit rider, a passenger in a car. Transportation must be thought of holistically, as an integrated system: as mobility.

Mobility is an overarching term that describes the process of getting from point 'A' to point 'B'. It includes transit, walking, driving, cycling, and assistive devices, e.g., wheelchairs.

Mobility planning takes into consideration the possibility of using all of these modes of travel and giving them equal weight when planning roads and developments, with the aim of creating seamless integration and transitions between so that all people, regardless of age, gender, ability, or wealth, can efficiently, safely, and enjoyably travel as needed.

The goals in this section of the EarthCare Plan are intended to help develop infrastructure that helps people walk, use their assistive devices, cycle, and take Transit more easily, safely, and efficiently. Education of citizens, political leaders, and developers is key in making these priority shifts. Getting buy-in and support from the private sector is also critical, because people won't ride bikes to work without appropriate facilities. Seamless planning is also key: What's the point of having a beautiful bus shelter if there isn't an accompanying sidewalk to get to the destination? It's also important that people have easy access to information about their travel options.

This new plan builds on previous success and lessons learned since the first Community Environmental Action Plan was developed, the launch of the Accessibility for Ontarians with a Disability Act, and response to community feedback. It also acknowledges new trends in transportation planning. The overall goal is to help citizens make critical and conscious choices about their travel behaviour so that they can live healthy, happy, productive lives while saving money and the environment.



OBJECTIVES and RECOMMENDED ACTIONS

A. Public and private infrastructure are both strategically used to create seamless, barrier-free options for bicycling, walking, and transit use in order to create a cleaner, greener, more beautiful Thunder Bay.

ACTIONS FOR CORPORATION

- As per the Transit Master Plan, implement the proposed Transit route network to improve travel time, transfers, and meet passenger demand.
- Undertake a consultation process to determine which of the city's north-south corridors should be prioritized as the main safe and practical cycling corridor
- Inventory the sidewalk network, including the quality of the sidewalks, and set goals to improve sidewalk connectivity to key destinations and high-use areas
- Establish mobility hubs to facilitate transfers between multiple modes of travel
- All new street reconstruction and capital road projects incorporate design elements for walking, biking, and transit use for all ages and abilities, including place-making
- Develop and implement a Bicycle Parking Master Plan for all municipal facilities and offices, including special event parking
- Develop tools to support businesses and organizations to improve bike parking and end-of-trip facilities

ACTIONS FOR COMMUNITY

- Identify gaps and expand the current network of cycling facilities to include "quiet street" alternative routes and facilitate access to key destinations/high-use areas
- Investigate and pilot test routes for protected cycling facilities as well as policies that enable safe, all-season active transportation options
- Assess needs, areas of concern, and gaps in street crossings in order to increase the safety of pedestrians and cyclists of all ages and ability (in conjunction with Corporation)
- Identify and address safety concerns among users of multi-use trails and sidewalks (in conjunction with Corporation)



Thunder Bay's new community bicycle racks.

DEFINITIONS:

Mobility Hubs are places of connectivity where different modes of transportation, e.g., walking, biking, transit, come together seamlessly. They are usually located where there is an intensive concentration of working, living, shopping, and/or playing.

HIGHLIGHT:

Transit Master Plan

The Transit Master Plan was approved in principle in 2012 by Council to dramatically improve the delivery of transit services in Thunder Bay.

Between 2010-2013, the City of Thunder Bay created nearly 40 km of active transportation routes, making it easier and safer for people to get around the city.



- B. Citizens of all ages and abilities are inspired to adopt more active modes of transportation, leading to a higher quality of life.**

ACTIONS FOR CORPORATION

- Resource the Transportation Demand Management Plan in order to develop and implement a recognizable brand, develop trip planning tools, website, maps, and campaigns aimed at improving public awareness of, and building support for, sustainable travel options, and encouraging their use
- As per the Transit Master Plan, implement the proposed transit route network to facilitate more direct travel and improved service levels to all citizens
- Develop, implement, and evaluate an Open Streets program
- Sustain the Safe Cycling Thunder Bay education initiative and pool of instructors, offering courses for older adults, women, families, Grade 4 students, and others
- Establish a network of bike repair, tire-pumping, and e-bike charging stations in high-use areas (in conjunction with private business)

ACTIONS FOR COMMUNITY

- Partner with safety organizations to promote the "Share the Road" message through education, incentive programs, and enforcement
- Identify and implement strategies to promote and support Active and Safe Routes to School (in conjunction with Corporation)
- Investigate the feasibility of bike sharing, event bike parking, cargo bikes, and bike trailer programs (in conjunction with Corporation)

- C. Thunder Bay is a leader in developing policies to support sustainable modes of transportation in order to be recognized as a best-run City.**

ACTIONS FOR CORPORATION

- Review and reform site-plan control and development Policies/By-laws so that all new developments are conducive to walking, cycling, and transit-use and there is greater adherence to the Urban Design and Streetscape Guidelines and Image Route Guidelines
- Establish a multidisciplinary committee to review projects and decisions, starting at the conceptual stage, that impact sustainable transportation, for example: street design, land-use planning, parking, site plans/facilities, municipal land sales, sidewalk design, and maintenance
- Establish 2-way communication with residents in order to engage citizens at all stages in the design of streets at both the neighbourhood and community levels
- Research and implement a method to measure mode-share in order to inform policy development
- Undertake research and community consultation in order to develop a Transportation Master Plan that prioritizes sustainable transportation options
- Update municipal Policies and By-laws to reflect changes in the Official Plan around mixed land-use, transportation corridors, increased density, curbing urban sprawl, and parking
- Review and reform Engineering standards in order to improve multi-modal transportation and enhance the implementation of the Urban Design and Streetscape Guidelines and Image Route Design Guidelines

ACTIONS FOR COMMUNITY

- Undertake research and community consultation in order to update the Active Transportation Plan (in conjunction with Corporation)
- Apply for the Ontario Walk Friendly Designation and use the results to frame research and community consultation to develop a Walkability Master Plan
- Identify and address active transportation policy gaps, such as: access management, bicycle parking, and traffic calming policies



D. Partners from all sectors support multi-modal transportation in order to create a prosperous and more diversified economy.

ACTIONS FOR CORPORATION

- Support and facilitate the development of a City-wide wayfinding system, including maps and signage for active transportation routes to key destinations
- Implement electronic 'smart-card' transit fare system to curb fare fraud, provide easy access for riders, and improve data collection
- Organize a Bike Summit in Thunder Bay by 2015 to celebrate progress made in Thunder Bay with regards to cycling and to foster political and community leadership for Active Transportation

ACTIONS FOR COMMUNITY

- As per the Transportation Demand Management Plan, outreach to employers, business organizations, and event coordinators to promote and support sustainable travel options for residents and employees
- Partner with the business community to implement sustainable land-use and urban design priorities that emerge from the Official Plan Review
- Leverage the support of local, provincial, and federal agencies to improve legislation and financial support for sustainable transportation (in conjunction with Corporation)
- Review and consider implementation of key learnings from the Canadian Urban Institute Study on revitalizing downtown areas





WALKABILITY FACTS:

- Citizens spend 42% more money when walking to a store rather than driving¹
- A one point increase in Walk Score (walkscore.com) is associated with between a \$700 and \$3,000 increase in home values²
- A 10 point increase in Walk Score increases commercial property values by 5% – 8%³

1. Victoria Transportation Policy Institute

2. CEOs for Cities, 2009

3. University of Arizona & Indiana University, 2010

TRANSIT FACTS:

- The average citizen can save up to \$10,000 annually by using transit instead of driving⁴
- For every \$1 invested in transit, \$4 in economic return is generated⁵
- 1 bus can take 50 cars off the road, thus reducing infrastructure investment⁶

4. CAA

5. American Public Transportation Association

6. American Public Transportation Association

