

TECHNICAL APPENDIX J

Performance Measures

Identifying and applying a set of performance measures can help town staff assess the level of influence active transportation infrastructure and programs have to achieve the overall vision and objectives. The data collected to quantify and measure performance targets can help inform future priorities and rationalize increased capital investments that support future growth of active transportation in Oakville. A description of key performance indicators for the town's consideration is provided below. The indicators are organized into nine categories and contain several measurements that can be reviewed to assess the level of success for each indicator.

EXISTING USE

An assessment of the number of different users, proximity to routes, demographics of active transportation users, and duration of a typical pedestrian / cycling trip.

Measurements can include:

- » Percent of all trips
- » Cyclist and pedestrian counts on key corridors
- » Distance travelled to existing route
- » Percent of residents within a 2.5 km radius of an existing pedestrian or cycling route
- » Percent of children who walk or bike to school
- » Percent of residents who bike or walk as part of their daily commute
- » Percent of seniors who walk or cycle
- » Duration of walking or cycling trip

INVESTMENT

The amount of municipal funds made available for the implementation of the ATMP.

Measurements can include:

- » Investment in active transportation routes / 1000 residents
- » Investment in programming and outreach initiatives

- » Investment in route maintenance

NETWORK PROVISIONS

An assessment of the amount of the network that has been built, and the provision of typical end-of-trip facilities. Measurements can include:

- » Total distance of new pedestrian and cycling facilities added
- » Number of bike rack spaces per 100,000 residents
- » Number of signs (regulatory, warning, route, trail, information, wayfinding, etc.) added to the on-road and off-road pedestrian / cycling routes
- » Number of amenities for off-road trail users, and for cycling destinations
- » Number of long-term parking facilities for cyclists
- » Number of trail access points / staging areas

COMFORT AND CONVIENANCE

The number of active transportation facilities that are plowed, as well as the number of community destinations found along the proposed route(s). Measurements can include:

- » Percent of on-road network maintained
- » Percent of off-road network maintained
- » Number of key destinations found along the proposed route

PARTNERSHIP AND RECOGNITION

Local events and businesses that help to support active transportation, and external recognition for the town's commitment. Measurements can include:

- » Number of events organized for active transportation promotion
- » Bicycle / Walk Friendly status
- » Number of cycling courses available

OUTREACH AND PROVISION

The amount of educational materials that are developed and provided. Measurements can include:

- » Availability / number of maps distributed
- » Creation of active transportation specific newsletters and / or publications
- » Availability / number of educational brochures

- » Consistency of mapping to existing facilities and signage
- » Development of online cycling safety videos

PUBLIC ENGAGEMENT

The number of public involvement opportunities, educational programs, media coverage, community support and tourism. Measurements can include:

- » Number of engagement opportunities
- » Number of education or training opportunities
- » Number schools participating in walking / cycling education programs
- » Number of media coverage opportunities regarding active transportation
- » Number of webpage hits
- » Number of pedestrian / trail / cycling clubs per 1000 residents

SAFETY

The overall safety of cyclists and pedestrians, safety awareness campaigns and enforcement. Measurements can include:

- » Number of reported cyclist and pedestrian collisions, injuries and fatalities
- » Number of fatalities per 10,000 cyclists / pedestrians
- » Number of reported incidents along trails
- » Number of campaigns undertaken
- » Number of attendance at events

CITATIONS AND TICKETING

Involves the police service and how many citations or positive reinforcement campaigns they undertake to enforce safe use of the facilities or to recognize positive community impacts. Measurements can include:

- » Number of positive reinforcement tickets distributed
- » Number of sidewalk cycling tickets issued
- » Number of drivers ticketed for unsafe share the road practices (e.g. obstructing bike lanes, not passing safely)