# Town of Oakville Active Transportation Master Plan (ATMP)

							Techi	nical Appen	ndix G - Prop	oosed Outre	ach Programs	Final Nove	mber 2017									
	Design an AT specific display and associated materials that can be used in the format of a booth at public events and festivals  Partner with school boards and individual schools to participate in the Active Sustainable School Transportation program  Plan for and roll out a communications program to encourage parents to walk / bike with children to school  Establish a Road and Trail Safety Ambassador program based on existing programs in other jurisdictions  The town should develop, facilitate and support education initiatives to encourage children and youth to use sustainable modes of transportation such as walking, cycling and public transit  Participate and support Smart Commute Halton to encourage employers in Oakville to promote and support walking and cycling among their employees  Provide end-of-trip facilities, such as showers and secure bike parking at key locations e.g. municipal buildings, community centres, etc.  Consolidate information from key partners i.e. Police, Region, Ministry, local organization, etc. and adapt / integrate into hard-copy and online AT materials i.e. newsletters, online posts, posters, etc.  Work with Metrolinx and other partners such as Halton Region to roll out a bike share system at mobility hubs and other key locations throughout Oakville  Partner with Halton Regional Police Service to establish a plan for ongoing enforcement of bicycle helmet laws, traffic infractions and the encouragement of safe cycling and walking behaviour			Year 201				Year 201				Year 202				Year 202				Year 202		
		Program			Resource			201	Resource				Resource			Resource				202	Resource	
		Status <sup>2</sup>	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time
1	materials that can be used in the format of a	N		X	<b>✓</b>	10%		X	<b>✓</b>	10%		X	✓	10%		X	<b>✓</b>	10%		X	✓	10%
2	schools to participate in the Active	E		Х	<b>√</b>	10%		Х	<b>✓</b>	4%		Х	<b>✓</b>	10%		Х	<b>✓</b>	10%		Х	<b>✓</b>	4%
3	program to encourage parents to walk / bike	N	\$ 10,000	Х	<b>✓</b>	5%	\$ 10,000	Х	<b>✓</b>	5%	\$ 10,000	Х	<b>✓</b>	5%	\$ 10,000	Х	<b>✓</b>	5%	\$ 10,000	Х	<b>✓</b>	5%
4	program based on existing programs in other	N			Progra	am to begir	n in Year 3 - 20	20			\$ 20,000	Х	<b>✓</b>	4%	\$ 20,000	Х	<b>✓</b>	4%	\$ 20,000	Х	<b>✓</b>	4%
5	support education initiatives to encourage children and youth to use sustainable modes of transportation such as walking, cycling	N	\$ 5,000	<b>✓</b>	X	0%	\$ 5,000	<b>✓</b>	x	0%	\$ 5,000	<b>✓</b>	X	0%	\$ 5,000	<b>✓</b>	X	0%	\$ 5,000	<b>✓</b>	x	0%
6	Halton to encourage employers in Oakville to promote and support walking and cycling	E	\$ 10,000	<b>✓</b>	X	0%	\$ 10,000	<b>✓</b>	x	0%	\$ 10,000	<b>✓</b>	X	0%	\$ 10,000	<b>✓</b>	X	0%	\$ 10,000	<b>✓</b>	X	0%
7	and secure bike parking at key locations e.g.	E	\$ 100,000	<b>✓</b>	Х	0%	\$ 100,000	<b>✓</b>	Х	0%	\$ 100,000	<b>✓</b>	X	0%	\$ 100,000	<b>✓</b>	X	0%	\$ 100,000	<b>✓</b>	X	0%
8	i.e. Police, Region, Ministry, local organization, etc. and adapt / integrate into hard-copy and online AT materials i.e.	E		<b>√</b>	Х	0%		<b>√</b>	Х	0%		<b>√</b>	Х	0%		<b>√</b>	Х	0%		<b>√</b>	X	0%
9	as Halton Region to roll out a bike share system at mobility hubs and other key	N	\$ 40,000	<b>√</b>	Х	0%	\$ 100,000	X	<b>√</b>	Yes	\$ 100,000	Х	<b>✓</b>	Yes	\$ 100,000	Х	<b>✓</b>	Yes	\$ 100,000	X	<b>✓</b>	Yes
10	establish a plan for ongoing enforcement of bicycle helmet laws, traffic infractions and the	N		<b>✓</b>	X	0%	\$ -	<b>✓</b>	X	0%		<b>√</b>	X	0%		<b>✓</b>	X	0%		<b>√</b>	X	0%
11	Coordinate and consult with police officers who use bicycles and patrol trails as part of a community policing approach	N		<b>√</b>	Х	0%	\$ -	<b>✓</b>	Х	0%		<b>✓</b>	X	0%		<b>✓</b>	X	0%		<b>✓</b>	X	0%

Notes:

1. All outreach initiatives which involve partners to potentially support any projects or programs with funding or resources, will need to be investigated by their respective organizations further as part of their annual budgets and work plans.

2. Program Status – N: New Program, E: Existing Program

# Town of Oakville Active Transportation Master Plan (ATMP)

							Ted	chnical Appe	endix G - Pr	oposed Outread	ch Program	s   Final Nov	ember 2017	7									
			Year				Year				Year				Year				Year 10	1			T-41
			202	Resource			202	Resource			202	Resource			202	Resource			2027	Resource			Total
	materials that can be used in the format of a booth at public events and festivals  Partner with school boards and individual schools to participate in the Active Sustainable School Transportation program Plan for and roll out a communications program to encourage parents to walk / bike with children to school  Establish a Road and Trail Safety Ambassado program based on existing programs in othe jurisdictions  The town should develop, facilitate and support education initiatives to encourage children and youth to use sustainable modes of transportation such as walking, cycling and public transit  Participate and support Smart Commute Halton to encourage employers in Oakville to promote and support walking and cycling among their employees  Provide end-of-trip facilities, such as showers and secure bike parking at key locations e.g. municipal buildings, community centres, etc.  Consolidate information from key partners in the programization, etc. and adapt / integrate into inard-copy and online AT materials i.e. newsletters, online posts, posters, etc.  Work with Metrolinx and other partners such as Halton Region to roll out a bike share system at mobility hubs and other key ocations throughout Oakville  Partner with Halton Regional Police Service to establish a plan for ongoing enforcement of	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Prog	gram Cost
1	Design an AT specific display and associated materials that can be used in the format of a booth at public events and festivals		X	<b>✓</b>	10%		X	✓	10%		X	✓	10%		X	<b>✓</b>	10%		X	✓	10%	\$	-
2	Partner with school boards and individual schools to participate in the Active Sustainable School Transportation program		X	<b>✓</b>	10%		X	<b>✓</b>	10%		X	<b>✓</b>	10%		X	<b>✓</b>	10%		X	<b>✓</b>	10%	\$	-
3	Plan for and roll out a communications program to encourage parents to walk / bike with children to school	\$ 10,000	Х	<b>✓</b>	5%	\$ 10,000	X	<b>✓</b>	5%	\$ 10,000	Х	<b>✓</b>	5%	\$ 10,000	Х	<b>✓</b>	5%	\$ 10,000	Х	<b>✓</b>	5%	\$	100,000
4	Establish a Road and Trail Safety Ambassador program based on existing programs in other jurisdictions	\$ 20,000	Х	<b>✓</b>	4%	\$ 20,000	X	<b>✓</b>	4%	\$ 20,000	Х	<b>✓</b>	4%	\$ 20,000	Х	<b>✓</b>	4%	\$ 20,000	Х	<b>✓</b>	4%	\$	160,000
5	The town should develop, facilitate and support education initiatives to encourage children and youth to use sustainable modes of transportation such as walking, cycling and public transit	\$ 5,000	<b>✓</b>	X	0%	\$ 5,000	<b>✓</b>	X	0%	\$ 5,000	<b>✓</b>	X	0%	\$ 5,000	<b>✓</b>	X	0%	\$ 5,000	<b>✓</b>	X	0%	\$	50,000
6	Participate and support Smart Commute Halton to encourage employers in Oakville to promote and support walking and cycling among their employees	\$ 10,000	<b>✓</b>	X	0%	\$ 10,000	<b>✓</b>	X	0%	\$ 10,000	<b>~</b>	X	0%	\$ 10,000	<b>✓</b>	X	0%	\$ 10,000	<b>✓</b>	X	0%	\$	90,000
7	Provide end-of-trip facilities, such as showers and secure bike parking at key locations e.g. municipal buildings, community centres, etc.	\$ 100,000	<b>✓</b>	X	0%	\$ 100,000	<b>√</b>	X	0%	\$ 100,000	<b>✓</b>	X	0%	\$ 100,000	<b>√</b>	Х	0%	\$ 100,000	<b>✓</b>	х	0%	\$	1,000,000
8	Consolidate information from key partners i.e. Police, Region, Ministry, local organization, etc. and adapt / integrate into hard-copy and online AT materials i.e. newsletters, online posts, posters, etc.		<b>✓</b>	Х	0%		<b>√</b>	Х	0%		<b>✓</b>	X	0%		<b>✓</b>	Х	0%		<b>✓</b>	X	0%	\$	-
9	Work with Metrolinx and other partners such as Halton Region to roll out a bike share system at mobility hubs and other key locations throughout Oakville	\$ 100,000	Х	<b>✓</b>	Yes	\$ 100,000	Х	<b>√</b>	Yes	\$ 100,000	X	<b>✓</b>	Yes	\$ 100,000	X	<b>√</b>	Yes	\$ 100,000	Х	<b>√</b>	Yes	\$	940,000
10	Partner with Halton Regional Police Service to establish a plan for ongoing enforcement of bicycle helmet laws, traffic infractions and the encouragement of safe cycling and walking behaviour		<b>✓</b>	X	0%		<b>✓</b>	X	0%		<b>✓</b>	X	0%		<b>✓</b>	X	0%		<b>✓</b>	X	0%	\$	-
11	Coordinate and consult with police officers who use bicycles and patrol trails as part of a community policing approach		<b>✓</b>	X	0%		<b>✓</b>	X	0%		<b>✓</b>	X	0%		<b>✓</b>	X	0%		<b>√</b>	X	0%	\$	-

Notes:

1. All outreach initiatives which involve partners to potentially support any projects or programs with funding or resources, will need to be investigated by their respective organizations further as part of their annual budgets and work plans.

2. Program Status – N: New Program, E: Existing Program

## Town of Oakville Active Transportation Master Plan (ATMP) Technical Appendix G - Proposed Outreach Programs | Final November 2017

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				Yea 201				Year 201				Year 202				Year 202				Year 202		
Proposed Outreach Initiatives <sup>1</sup>		Program			Resource				Resource				Resource				Resource				Resource	
		Status <sup>2</sup>	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time
12	Develop and include pedestrian and cycling safety material in training programs for driver examiners, police recruits, fleet/transit operators and other officials	N	Prograi	Program to begin in Year 2 - 2019 \$			\$ 25,000	X	<b>✓</b>	5%	\$ 10,000	X	<b>✓</b>	5%	\$ 10,000	X	<b>✓</b>	5%	\$ 25,000	X	<b>✓</b>	5%
13	Develop targeted information geared towards seniors and distribute at locations throughout the town with a high seniors population	N	\$ 5,000	X	<b>✓</b>	5%	\$ 5,000	X	<b>✓</b>	5%	\$ 5,000	Х	<b>√</b>	5%	\$ 5,000	X	<b>✓</b>	5%	\$ 5,000	Х	<b>√</b>	5%
14	Maintain an online hub / webpage for walking and cycling information and opportunities for involvement / engagement	E		X	<b>✓</b>	25%		X	✓	25%		×	<b>✓</b>	25%		X	✓	25%		X	<b>✓</b>	25%
15	Maintain / deliver Oakville specific AT mobile applications (e.g. Oakville Mobile App)	E		<b>✓</b>	Х	0%		<b>✓</b>	X	0%		<b>✓</b>	Х	0%		<b>✓</b>	Х	0%		<b>✓</b>	Х	0%
16	Plan for and host profile raising events to support AT. Potential events could include Oakville Bike Challenge, Tour de Oakville, Oakville Ciclovia, etc.	N		1	Progr	ram to begin	n in Year 3 - 2020				\$ 30,000	X	<b>✓</b>	15%	\$ 30,000	Х	<b>✓</b>	15%	\$ 30,000	X	<b>✓</b>	15%
17	Use the outcomes of the Pedestrian Safety Study to develop materials to increase awareness around safety issues and solutions in Oakville	N		X	<b>/</b>	10%		X	<b>✓</b>	10%		Х	<b>✓</b>	10%		X	<b>✓</b>	10%		X	<b>✓</b>	10%
18	Partner with Halton Regional Police Service to publicize pertinent information to residents related to AT and the impact on vulnerable road users	N		Х	<b>✓</b>	10%		X	<b>√</b>	10%		X	<b>✓</b>	10%		X	<b>✓</b>	10%		X	<b>✓</b>	10%
19	Purchase and install bike racks in the downtown areas and at town facilities e.g. community centres, libraries, etc.	Е	\$ 25,000	Х	<b>✓</b>	5%	\$ 25,000	Х	<b>✓</b>	5%	\$ 25,000	Х	<b>✓</b>	5%	\$ 25,000	Х	<b>✓</b>	5%	\$ 25,000	Х	<b>✓</b>	5%
20	Supply and operate bike valet at major public events such as the Canadian Open, street festivals, etc.	E	\$ 25,000	X	✓	2.5%	\$ 25,000	X	✓	2.5%	\$ 25,000	X	<b>✓</b>	3%	\$ 25,000	X	✓	2.5%	\$ 25,000	X	✓	2.5%
21	Translate AT promotional materials to	Е			Year 2 - 20		\$ 5,000	Х	1	2%									\$ 5,000	Х	<b>V</b>	2%
22	maximize outreach in the Town  Develop a comprehensive data collection program that includes online data and automatic trail display counters that encourage higher AT use	N	\$ 10,000		three years	5%	\$ 10,000		✓	5%	\$ 10,000	x	<b>✓</b>	5%	\$ 10,000	X	<b>✓</b>	5%	\$ 10,000		✓	5%
23	Develop a formal wayfinding / signing strategy for AT routes in the Town of Oakville	N	\$ 75,000	✓	X	0%	\$ 100,000	✓	X	0%	\$ 100,000	✓	X	0%	\$ 100,000	✓	X	0%	\$ 100,000	✓	X	0%
24	As new AT infrastructure is implemented the town and its partners should host events and develop supportive information to increase awareness of how to use facilities and the location of routes	N		<b>✓</b>	Х	0%		<b>√</b>	Х	0%		<b>√</b>	X	0%		<b>✓</b>	Х	0%		<b>√</b>	X	0%
25	Host a bi-annual AT summit for town staff, stakeholders and the public to report on, celebrate and assess the status of the implementation of the ATMP update.	N	Program continue on	a bi-annua			\$ 25,000		<b>✓</b>	5%					\$ 25,000		<b>√</b>	5%				
				Yea 201				Year 201				Year 202				Year 202				Year 202		
	Total		Program	ı Cost	% of F	TE Time	Program	Cost	% of F	TE Time	Program	ı Cost	% of F	TE Time	Program	n Cost	% of F	TE Time	Program	Cost	% of FI	
			\$	305,000	88	8%	\$	445,000	9	4%	\$	450,000	11	2%	\$	475,000	11	7%	\$	470,000	108	3%

Notes:

1. All outreach initiatives which involve partners to potentially support any projects or programs with funding or resources, will need to be investigated by their respective organizations further as part of their annual budgets and work plans.

2. Program Status – N: New Program, E: Existing Program

## Town of Oakville Active Transportation Master Plan (ATMP) Technical Appendix G - Proposed Outreach Programs | Final November 2017

Proposed Outreach Initiatives <sup>1</sup>		Year 202	23 2024							Year 202					ar 9 126					Total				
			Resource				Resource					Resource		į		Resource					Resource			
		Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time			Current Staff	New FTE	% of FTE Time	Program Cost	Current Staff	New FTE	% of FTE Time	Pro	gram Cost	Current Staff	New FTE	% of FTE Time	Prog	gram Cost
Develop and include pedestrian and cycling safety material in training programs for driver examiners, police recruits, fleet/transit operators and other officials	\$ 10,000	X	<b>✓</b>	5%	\$ 10,000	X	<b>✓</b>	5%	\$ 25	5,000	X	<b>✓</b>	5%	\$ 10,00	)00 X	<b>✓</b>	5%	\$	25,000	X	<b>✓</b>	5%	\$	150,000
Develop targeted information geared towards seniors and distribute at locations throughout the town with a high seniors population	\$ 5,000	Х	<b>✓</b>	5%	\$ 5,000	X	<b>✓</b>	5%	\$ 5	5,000	X	<b>√</b>	5%	\$ 5,0	00 X	<b>✓</b>	5%	\$	5,000	X	<b>✓</b>	5%	\$	50,000
Maintain an online hub / webpage for walking and cycling information and opportunities for involvement / engagement		X	✓	25%		X	<b>✓</b>	25%			X	<b>✓</b>	25%		X	<b>✓</b>	25%			X	<b>✓</b>	25%	\$	-
Maintain / deliver Oakville specific AT mobile applications (e.g. Oakville Mobile App)		<b>✓</b>	X	0%		<b>✓</b>	Х	0%			<b>√</b>	X	0%		✓	X	0%			✓	X	0%	\$	_
Plan for and host profile raising events to support AT. Potential events could include Oakville Bike Challenge, Tour de Oakville, Oakville Ciclovia, etc.	\$ 30,000	Х	1	15%	\$ 30,000	Х	1	15%	\$ 30	0,000	X	<b>✓</b>	15%	\$ 30,00	00 X	<b>✓</b>	15%	\$	30,000	Х	<b>✓</b>	15%	\$	240,000
Use the outcomes of the Pedestrian Safety Study to develop materials to increase awareness around safety issues and solutions in Oakville		X	<b>✓</b>	10%		X	<b>✓</b>	10%			Х	<b>✓</b>	10%		X	<b>✓</b>	10%			X	<b>✓</b>	10%	\$	_
Partner with Halton Regional Police Service to publicize pertinent information to residents related to AT and the impact on vulnerable road users		X	<b>✓</b>	10%		X	<b>✓</b>	10%			Х	<b>✓</b>	10%		X	<b>✓</b>	10%			X	<b>✓</b>	10%	\$	_
Purchase and install bike racks in the downtown areas and at town facilities e.g. community centres, libraries, etc.	\$ 25,000	Х	<b>✓</b>	5%	\$ 25,000	Х	<b>✓</b>	5%	\$ 25	5,000	X	<b>✓</b>	5%	\$ 25,00	00 X	<b>✓</b>	5%	\$	25,000	Х	<b>✓</b>	5%	\$	250,000
Supply and operate bike valet at major public events such as the Canadian Open, street festivals, etc.	\$ 25,000	X	<b>✓</b>	2.5%	\$ 25,000	X	<b>✓</b>	2.5%	\$ 25	5,000	X	<b>✓</b>	2.5%	\$ 25,00	00 X	<b>✓</b>	2.5%	\$	25,000	Х	<b>✓</b>	2.5%	\$	250,000
Translate AT promotional materials to									\$ 5	5,000	Х	<b>✓</b>	2%										\$	15,000
Develop a comprehensive data collection program that includes online data and automatic trail display counters that encourage higher AT use	\$ 10,000	X	1	5%	\$ 10,000	X	1	5%	\$ 10	0,000		<b>✓</b>	5%	\$ 10,00	00 X	<b>✓</b>	5%	\$	10,000	X	<b>✓</b>	5%	\$	100,000
Develop a formal wayfinding / signing strategy for AT routes in the Town of Oakville	\$ 100,000	✓	X	0%	\$ 100,000	✓	X	0%	\$ 100	0,000	✓	X	0%	\$ 100,00	00 🗸	X	0%	\$	100,000	<b>✓</b>	X	0%	\$	975,000
As new AT infrastructure is implemented the town and its partners should host events and develop supportive information to increase awareness of how to use facilities and the location of routes		<b>✓</b>	Х	0%		<b>✓</b>	Х	0%			<b>√</b>	Х	0%		<b>✓</b>	Х	0%			<b>√</b>	Х	0%	\$	-
Host a bi-annual AT summit for town staff, stakeholders and the public to report on, celebrate and assess the status of the implementation of the ATMP update.	\$ 25,000		<b>✓</b>	5%					\$ 25	5,000	Х	<b>✓</b>	5%					\$	25,000	X	<b>√</b>	5%	\$	125,000
																								Total 'ear 1-10
Total	Progran	n Cost	% of F			n Cost	% of F			ogram	Cost	% of FI			am Cost	% of F		đ	Program Co	ost			Prog	ogram Cost 4,495,000
	Develop and include pedestrian and cycling safety material in training programs for driver examiners, police recruits, fleet/transit operators and other officials  Develop targeted information geared towards seniors and distribute at locations throughout the town with a high seniors population  Maintain an online hub / webpage for walking and cycling information and opportunities for involvement / engagement  Maintain / deliver Oakville specific AT mobile applications (e.g. Oakville Mobile App)  Plan for and host profile raising events to support AT. Potential events could include Oakville Bike Challenge, Tour de Oakville, Oakville Ciclovia, etc.  Use the outcomes of the Pedestrian Safety Study to develop materials to increase awareness around safety issues and solutions in Oakville  Partner with Halton Regional Police Service to publicize pertinent information to residents related to AT and the impact on vulnerable road users  Purchase and install bike racks in the downtown areas and at town facilities e.g. community centres, libraries, etc.  Supply and operate bike valet at major public events such as the Canadian Open, street festivals, etc.  Translate AT promotional materials to maximize outreach in the Town  Develop a comprehensive data collection program that includes online data and automatic trail display counters that encourage higher AT use  Develop a formal wayfinding / signing strategy for AT routes in the Town of Oakville  As new AT infrastructure is implemented the town and its partners should host events and develop supportive information to increase awareness of how to use facilities and the location of routes  Host a bi-annual AT summit for town staff, stakeholders and the public to report on, celebrate and assess the status of the implementation of the ATMP update.	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Potential events could include Oakville Bike Challenge, Tour de Oakville, Oakville Ciclovia, etc.  Use the outcomes of the Pedestrian Safety Study to develop materials to increase awareness around safety issues and solutions in Oakville  Partner with Halton Regional Police Service to publicize pertinent information to residents related to AT and the impact on vulnerable road users  Purchase and install bike racks in the downtown areas and at town facilities e.g. community centres, libraries, etc.  Supply and operate bike valet at major public events such as the Canadian Open, street festivals, etc.  Translate AT promotional materials to maximize outreach in the Town  Develop a comprehensive data collection program that includes online data and automatic trail display counters that encourage higher AT use  Develop a formal wayfinding / signing strategy for AT routes in the Town of Oakville  As new AT infrastructure is implemented the town and its partners should host events and develop supportive information to increase awareness of how to use facilities and the location of routes  Host a bi-annual AT summit for town staff, stakeholders and the public to report on, celebrate and assess the status of the implementation of the ATMP update.	Develop and include pedestrian and cycling safety material in training programs for driver examiners, police recruits, fleet/transit operators and other officials  Develop targeted information geared towards seniors and distribute at locations throughout the town with a high seniors population  Maintain an online hub / webpage for walking and cycling information and opportunities for involvement / engagement  Maintain / deliver Oakville specific AT mobile applications (e.g. Oakville Mobile App)  Plan for and host profile raising events to support AT. 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Notes:

1. All outreach initiatives which involve partners to potentially support any projects or programs with funding or resources, will need to be investigated by their respective organizations further as part of their annual budgets and work plans.

2. Program Status – N: New Program, E: Existing Program