

## ACTIVE TRANSPORTATION IMPLEMENTATION PLAN

# Education and Promotion Program

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The Education and Promotion Program addresses 17 of the 88 recommendations within the AT Plan. These recommendations fall into the following strategies: Wayfinding Strategy, Education Strategy, and Promotional Strategy. Components of each strategy are currently underway.

### **Wayfinding Strategy**

A seamless, consistent and easy-to-understand city-wide system of wayfinding, signage and trip planning tools for both walking and cycling is important. It can make the local network easier to navigate and provide information about route type. Most importantly, wayfinding helps people make decisions about how to navigate a neighbourhood or city.

The City develops an annual cycling guide that provides suggested cycling routes and identifies the cycling facility type. These guides are provided free of charge and are available at Civic Leisure Centres, all branches of the Saskatoon Public Library and local bicycle retailers. In 2018, the City distributed over 5,000 guides.

A key future component is to develop a consistent, city-wide wayfinding system. This will be done in conjunction with other City departments to ensure consistency across all departments. Preliminary work to take place in 2019 includes inventorying existing wayfinding signs.

### **Education Strategy**

Education and awareness initiatives geared towards motorists and active transportation users are important components of any active transportation plan. These initiatives encourage all parties to 'share the road' and can contribute to increased traffic bylaw compliance.

Two education initiatives are underway in 2019:

1. The City is undertaking a comprehensive education campaign to make traveling on Saskatoon streets safer and more comfortable for all road users by clarifying the roles and responsibilities of all road users and encouraging safe traveling behaviours and interactions between motorists, cyclists, and pedestrians.
2. The Learn to Ride Safe Program will also be administered in 2019. This program presents a comprehensive approach to teach bicycle safety to elementary students in grade three. This program has been offered by the City for 20 years and is highly valued and well attended – consistently reaching an average of over 1,800 students each year.

### **Promotional Strategy**

The City supports events that encourage and increase momentum for active transportation. The promotional strategy also includes developing and sharing information about cycling and walking.























Historically, the City has participated in Bike to Work Day and Jane’s Walk. In 2019, the City promoted Winter Bike to Work Day, a celebration of year-round cycling in Saskatoon. The event was a great success. Similarly, the City will be promoting Bike to Work Day; the spring event is typically held in May during National Bike to Work Week.













The City continues to update its website and develop content to promote walking, cycling, and integrating those trips with transit.

### **AT Plan Action Items**












The following table identifies the action items from the AT Plan that are addressed through the Education and Promotion Program and their progress to date. Progress on the action items refers to progress made in the planning phase and does not necessarily represent progress in the implementation phase.

*Table 1: Education and Promotion Program - AT Plan Action Item Progress Tracking*

EDUCATION + PROMOTION PROGRAM		
Theme	Action Item	Progress
	Action 1E.1: Explore opportunities to encourage snow- based active transportation.	
	Action 1E.2: Explore opportunities to encourage water- based active transportation.	
	Action 3B.1: Provide bicycle racks on all buses throughout the year.	
	Action 3B.2: Provide bicycle parking at high use bus stops and transit terminals.	
	Action 3B.3: Improve the customer experience with bus stop improvements, including benches, shelters and information consistent with the transit recommendations in the <i>Growth Plan</i> .	
	Action 6A.1: Regularly update the Cycling Guide.	
	Action 6A.2: Work with interested community groups to develop neighbourhood-based walking and cycling maps and neighbourhood-level wayfinding.	
	Action 6A.3: Integrate bicycle and pedestrian network data and trip planning information into Saskatoon Transit’s online trip planner and Google maps.	
	Action 6A.4: Develop pedestrian and cycling wayfinding guidelines to ensure a common and consistent city-wide wayfinding system.	
	Action 6A.5: Work with business improvement districts to enhance pedestrian and cyclist wayfinding.	
	Action 6B.2: Develop more videos and other tools to educate all road users on new bicycle infrastructure and how to share the road.	

	Action 6B.4: Support events and festivals that encourage walking and cycling.	
	Action 6B.5: Support the relationship between active transportation and tourism.	
	Action 6B.6: Continue to support the Learn to Ride Safe Program.	
	Action 6B.7: Celebrate walking and bicycle facilities with grand openings and events throughout the year.	
	Action 6C.3: Develop a recognizable visual identity and expand information on website.	
	Action 6C.4: Use city-wide campaigns to deliver positive messaging to promote walking and cycling.	

### Legend

 Connectivity  
  Convenience  
  Maintenance & Accessibility  
 Safety & Security  
  Land Use & Growth  
  Education & Awareness  
 Not Started  
  Started  
  Underway  
  Nearing Completion  
  Completed or Ongoing