



CITY OF ST. ALBERT  
**ADMINISTRATIVE BACKGROUNDER**

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**TITLE: DIRECTIONAL SIGNAGE FOR BIKE RIDERS**

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**PURPOSE OF REPORT**

On July 10, 2017 Councillor MacKay provided notice in accordance with Section 23 of Procedure Bylaw 22/2016 that he intended to bring forward the proposed motion below.

*In order for Council to debate the motion, the motion must be formally moved.*

**PROPOSED MOTION(S):**

That the City erect signage directing bike riders to dismount at collector and arterial roads and rely on the provincial Highway Traffic Safety Act.

**BACKGROUND:**

Administration understands this motion to be associated with the placement of customized signage proactively encouraging cyclists that are biking on sidewalks/trails to dismount at marked pedestrian crossings on collector and arterial roadways. The pedestrian crossing must currently exist (with signs and road-markings) and is for a pedestrian to cross the collector roadway or arterial roadway. Signage for crossing any local street or where the crossing is controlled by traffic lights or a stop sign is not included in this scope.

Proactive messaging educating and encouraging safe roadway behavior can result in improved traffic safety behavior within a community. Despite engineering improvements or enforcement activity, a key influence in mitigation and elimination of traffic related incidents is based around improved road user actions; which ultimately may be improved with education, awareness and acceptance of these safe behaviors.

Whenever placing signs, particularly at intersections, infrastructure clutter must be considered as it can be distracting and cause visibility issues. There have been past initiatives in the City of St. Albert to reduce sign and infrastructure clutter.

Assumptions for cost estimate completion to carry out the proposed motion:

- Purchase cost = \$45.00 / sign
- Installation cost of \$110.00 / sign (expectation of contract services for placement).

- Number of signs required to complete the pedestrian crossing applicable to this motion:
  - 2 signs per collector roadway pedestrian crossing
  - 2 signs per stand alone pedestrian crossing on an arterial
  - 4 signs per signalized crossing on an arterial roadway

**Cost Estimate**

Table 1: *Uncontrolled Pedestrian Crossing Placement*, provides a representative cost estimate that signage be placed to target uncontrolled existing pedestrian crossings.

Table 1: Uncontrolled Pedestrian Crossing Placement

Roadway – Pedestrian Crossing Type	Number of Signs	Sign Purchase	Sign Installation	Estimated Cost
Collector	390	\$17,500	\$42,900	\$60,400
Arterial – Non-Signalized	154	\$7,000	\$16,900	\$23,900
Sub-Total Estimate				\$84,300
Contingency (20%)				\$ 16,900
Total Estimate for Implementation of Motion (rounded)				\$101,200

Considerations of this motion are inclusive of:

1. Operational and eventual sign replacement costs are not included in the cost estimate.
2. The signage may not get the desired result and an educational program may be required.
3. In generating the cost estimate it was assumed that 40% of the locations would require new poles. The costs will be higher if additional poles are required.
4. Costs could be reduced by Alignment to the existing Point, Pause and Proceed Pedestrian Safety Campaign.

Report Date: August 28, 2017  
 Author(s): Dean Schick, Manager of Transportation  
 Committee/Department: Infrastructure and Development Services  
 General Manager: Glenn Tompolski  
 City Manager: Kevin Scoble

