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Presented by: Dean Schick, Manager of Transportation

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TAMRMS#: B06

Directional Signage for Bike Riders

Presented by: Dean Schick, Manager of Transportation

RECOMMENDATION(S)

1. That Administration proceed with installation of cyclist dismount signs at marked pedestrian crossings, as outlined in the Agenda Report entitled "Directional Signage for Bike Riders."
2. That \$65,000 be funded from the Speed on Green Reserve account for the installation of cyclist dismount signs at marked pedestrian crossings.

PURPOSE OF REPORT

This report provides background and a proposed implementation plan to install signage throughout the City directing cyclists to dismount at pedestrian crossings.

COUNCIL DIRECTION

On August 28, 2017 Council passed the following motions:

(CM-17-075)

That Administration propose appropriate signage and education directing bike riders on sidewalks and trails to dismount at crosswalks at collector and arterial roads and rely on the provincial Highway Traffic Safety Act for enforcement, and report back to Council by Q2 2018.

BACKGROUND AND DISCUSSION

From 2012 to 2017 (inclusive), there have been forty-six (46) cyclist related motor vehicle collisions on St Albert roadways. As is common with incidents involving an active mode road user (such as pedestrian, cyclist, skate boarder), most incidents have resulted in severe outcomes. Of the collisions that occurred in St. Albert, there were a total of forty (40) resulting injuries and one (1) fatality. This represents 89% of the incidents resulting in severe outcomes.

In review of incidents that have occurred in the City, a summary may be provided that identifies:

- 1) Rising trend: Twenty-seven (27) of the incidents have occurred in the past three years (from 2015 to 2017 inclusive). The following figure identifies annual cyclist motor vehicle collision occurrence per year:
- 2) Majority of incidents, thirty-one (31), have occurred at arterial roadway intersections. Fifteen (15) occurred on collector roadways.
- 3) Approximately half of the incidents occurred at signalized (traffic signals) crossings.

Administration is currently developing the City's first Transportation Safety Plan. It has been developed through an evidence-based approach, with direct influence from similar industry strategies, city collision statistics and input of stakeholders involved in the delivery of services to the community. The Plan shall deliver a formalized vision, mission and objectives with strategies to enhance roadway safety through the "5 E's" of traffic safety: Engineering, Education, Engagement, Enforcement and Evaluation. It will communicate these with clear directions:

- 1) Vision Zero - where no injury or fatality collisions occur on City roadways.
- 2) Safe Systems - an approach recognizing that there are multiple streams and stakeholders that influence traffic safety; and a component starts from the transportation network planning for improved safety designs and operational considerations that acknowledge human error will occur; the system must be forgiving in the event these errors occur.

Within the safety plan, there are proposed bicycle and pedestrian safety strategies that involve various actions of engineering the road design for improved safety as well as partnering and promoting "share the road" educational campaigns. Administration has started on improved behaviour and safety campaigns through actions taken from the Pedestrian Safety Action Plan, developed in 2017. This plan has generated safety information on the City's website, which can be seen through the link stalbert.ca/bike-safe <<https://stalbert.ca/city/eps/rcmp/traffic-safety/bike-safety>> and has also allowed for the development of a "Bike Safety" postcard that is shared with schools.

The placement of signs that promote safe behaviour falls in line with the forthcoming safety plan and aligns to the Educational component that can then encourage safer behaviour. As safety is a joint responsibility between all road users, other initiatives may influence driver behaviour or involve engineering components that minimize or reduce risk; the placement of signage gives opportunity to influence active road user behaviour.

Administration recognizes that there may be opportunity to influence a larger scale of road users and encourage safer behaviour. A sign is proposed for placement at non-signalized pedestrian crossings that captures three forms of active transportation and safer behaviour when crossing roadways:

- 1) Walking: The sign promotes the use of Point, Pause and Proceed.

- 2) Cycling: The sign promotes dismounting prior to crossing.
- 3) Skate boarding: The sign promotes dismounting prior to crossing.

To address the high volume of incidents occurring at signalized, or warning light system, pedestrian crossings, a different style of sign is proposed for use at these locations. The difference between the sign proposed for signalized crossings and non-signalized crossings is the removal of the “Point, Pause and Proceed” aspect at signalized crossings. This is due to the fact that unlike the unsignalized pedestrian crossings, these styles of crossings use alternative indications for drivers to stop or yield, and therefore a pedestrian should not assume that any other actions would indicate it is safe to cross.

Layouts of the signs with additional details may be found in the attachment to this report.

To install signage throughout the City’s transportation network, the following is estimated:

| Type of Crossing | Sites | Quantity of Signs | Cost Estimate |
|-------------------------|-------|-------------------|---------------|
| Signalized / Warning | 118 | 491 | \$ 17,200 |
| Non-signalized | 288 | 576 | \$ 40,300 |
| Stock Inventory | | | \$ 1,800 |
| Contingency (10%) | | | \$ 5,700 |
| Estimated Program Total | | | \$ 65,000 |

For the entire network to be completed (accounting for resource allocation and strategic implementation of the signs in the field) the work is recommended to be completed over a 2-year term.

- 1) Year 1: 2018 Priority 1 locations
 - Signalized pedestrian crossings
 - Warning Flasher Pedestrian Crossings (overhead and RRFB)
 - Arterial roadway crossings
 - School Zone / Playground Zone Pedestrian Crossings
 - Trail to Trail Pedestrian Crossings

- 2) Year 2: 2019 Priority 2 locations:
Priority 2 locations would be remaining neighbourhood level pedestrian crossings.

It is recommended that funding for the purchase and installation of the signs be used from the City’s Speed on Green Reserve fund, which is capable of supporting the full estimated value of this project.

For cost effectiveness and economy of scale, the full project sign order would be placed in 2018 (which may reduce unit rates for sign purchase) and the implementation would follow a schedule for prioritization as noted above.

Administration will also account for these signs to be added within the updated Municipal Engineering Standards (2019 - pending budget approval), so as to proactively include sign placement during any new signal, or pedestrian crossing installation with development.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

Past engagement has occurred during the development of the Safe Journeys to School Program (2014) for various safety initiatives. Multiple schools and stakeholders were engaged and the messaging of Point, Pause and Proceed was an outcome; however, the initiative of adding the “dismount” messaging is new and has not been a specific topic of engagement as it relates to signage placement.

Municipal Enforcement Services and RCMP members, promote the Cyclist Dismount and Point, Pause and Proceed messages through information packages and visits to schools throughout the City. Additionally, information is made available on cyclist safety through the city’s website at stalbert.ca/bike-safe <<https://stalbert.ca/city/eps/rcmp/traffic-safety/bike-safety>>

IMPLICATIONS OF RECOMMENDATION(S)

Financial:

Funding for purchase and installation of the signs (estimated at \$65,000) is recommended to be paid from the Speed on Green Reserve Fund which is currently at a balance of approximately \$128,600.

An estimated value of \$1,000 will be captured within future operational signs maintenance account.

Legal / Risk:

There are no legislated standards or specifications mandating placement of the proposed signage. Installing these signs are proactive steps in safety messaging that can influence behaviour to improve road safety.

Program or Service:

This project aligns to the forthcoming transportation safety strategy, principles of Safe Journeys to School and a “Safe System” and also supports the City’s objective of “Vision Zero”, where no serious injuries or fatalities occur as a result of motor vehicle collisions.

Organizational:

None.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

Alternative 1: Do Nothing. Do not order or install signage indicating messaging for cyclists to dismount and do not align the messaging with Point, Pause and Proceed signage. Result is continued standard pedestrian crossing placement with standard signs.

STRATEGIC CONNECTIONS

Council Strategic Priority #3: Building a Transportation Network: Integrated transportation systems.

Administration Activity: 3.6: Complete the traffic safety initiatives including Safe Journeys to School, Neighbourhood Traffic Calming as well as pedestrian and cyclist friendly programs.

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