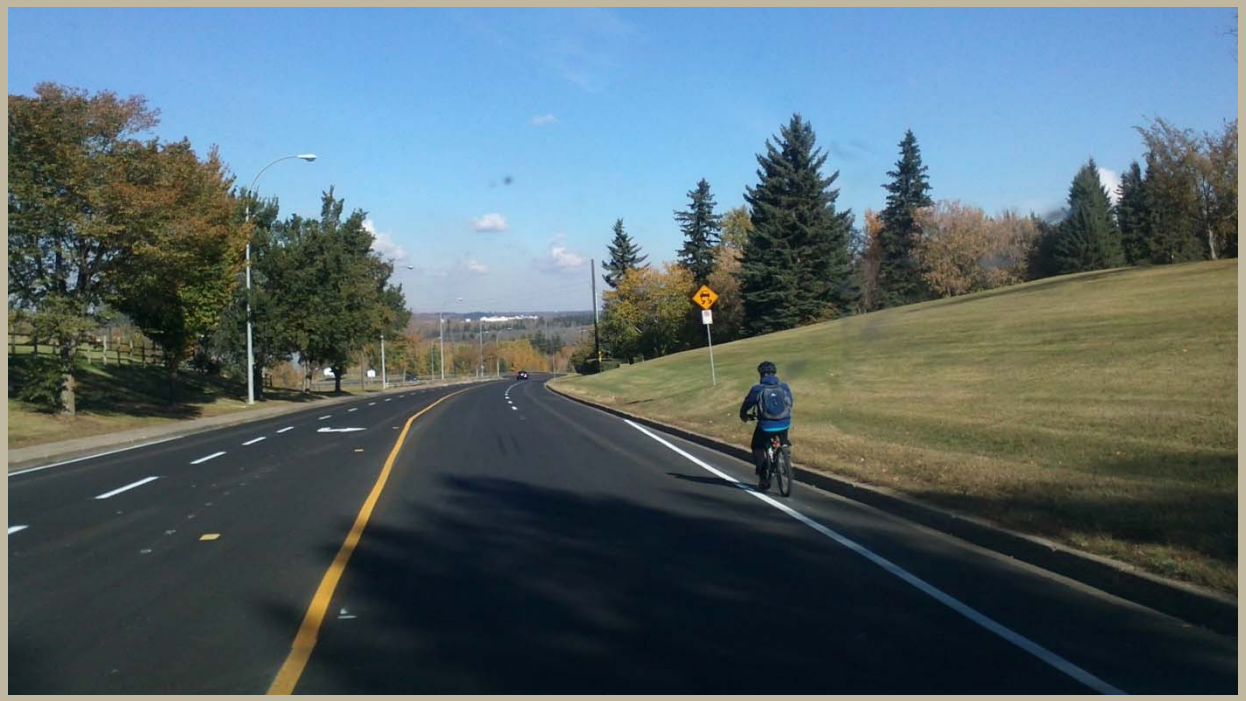
COMMUTER BIKE PILOT PROJECT



October 15, 2013

THE CITY OF Red Deer

PRESENTATION OVERVIEW

1. Did you know?...

2. Pilot Objectives

3. Pilot Stakeholders

4. Pilot Overview
   - 2011, 2012 and 2013 work
   - Cross-sections
   - Final Project Stats

5. Challenges

6. Lessons Learned

THE CITY OF Red Deer

Did you know?...

- **Red Deer is located in central Alberta.**
- **Red Deer is home to over 97,000 residents.**
- **Red Deer is Alberta's third largest city.**
- **People love Red Deer!**
  Per the 2013 Ipsos Reid Citizen Satisfaction Survey:
  - **97% of residents say Red Deer's quality of life is good to very good.**
  - **41% of Red Deerians say transportation is the most important issue facing the community.**
- **The average age in Red Deer is 32.**

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Pilot Objectives

1. Expand upon Red Deer's existing on-street bike facilities;

2. Create better cycling connections throughout the city; and

3. Create and test various forms of on-street bicycle facilities.

COUNCIL APPROVED BUDGET: $800,000

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Pilot Stakeholders

City Departments

- Engineering Services (Project Lead)
- Communications
- Public Works
- Recreation, Parks and Culture
- Planning
- Transit
- Royal Canadian Mounted Police

Partner Organizations

- Red Deer Primary Care Network
- Safe Communities Central Alberta
- Red Deer Association for Bicycle Commuting
- ReThink Red Deer

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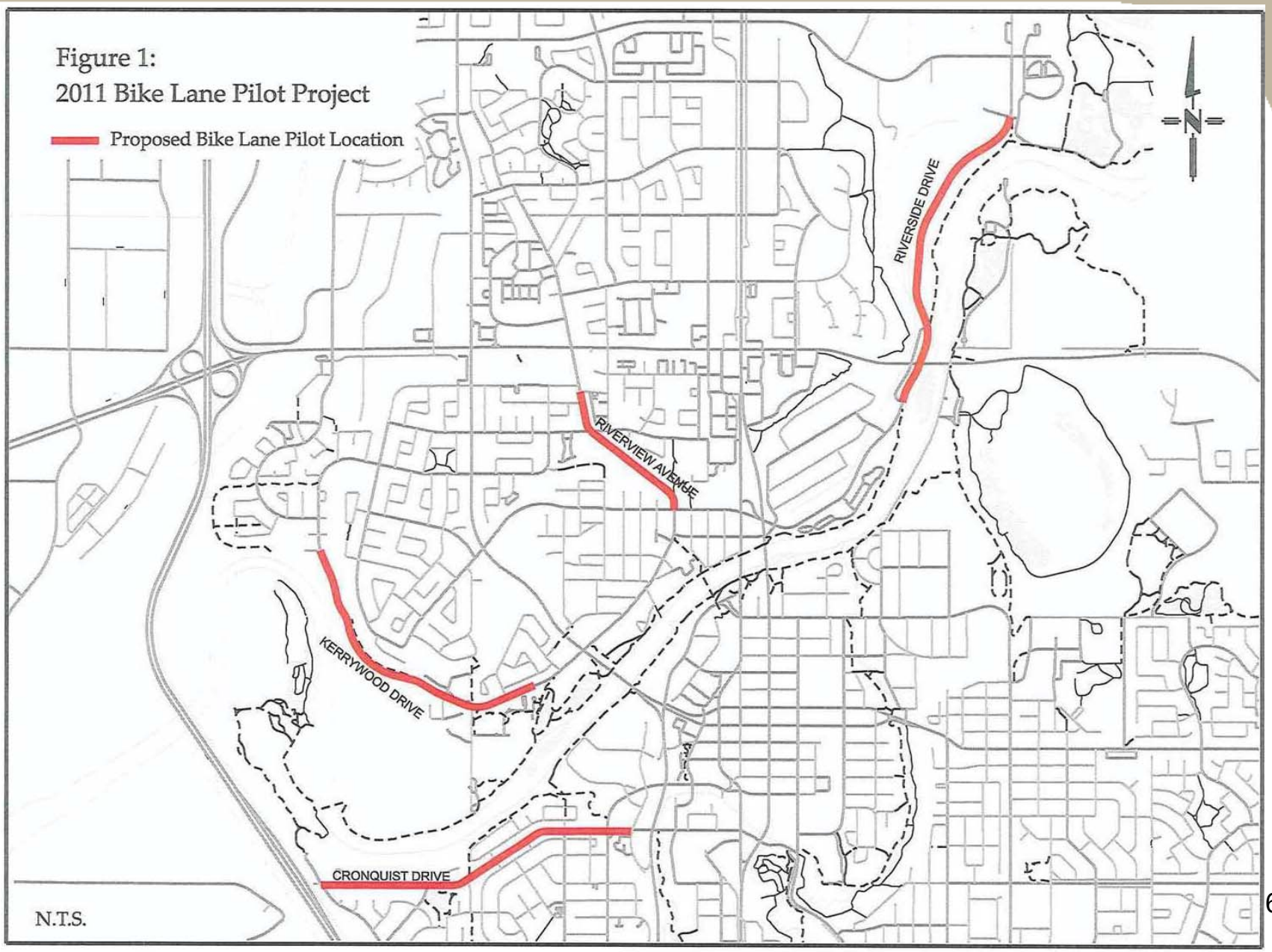
2011 – “Quick Wins”



Pilot Overview

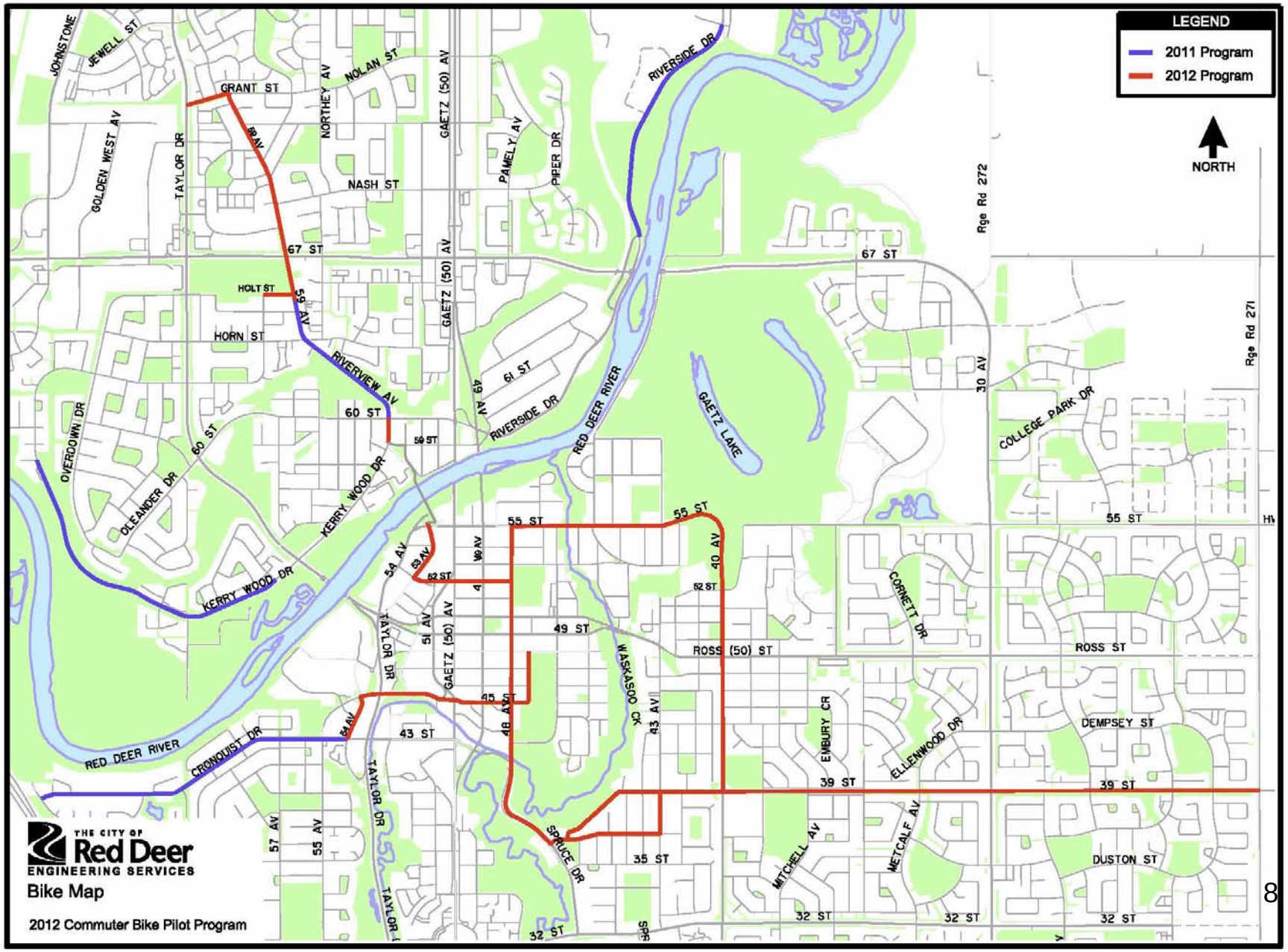
2012 – "A Continuous, Connected System":

- In 2012, the Steering Committee decided to focus on the key themes of Education, Encouragement, Engineering, Evaluation and Enforcement (the 5 E's).

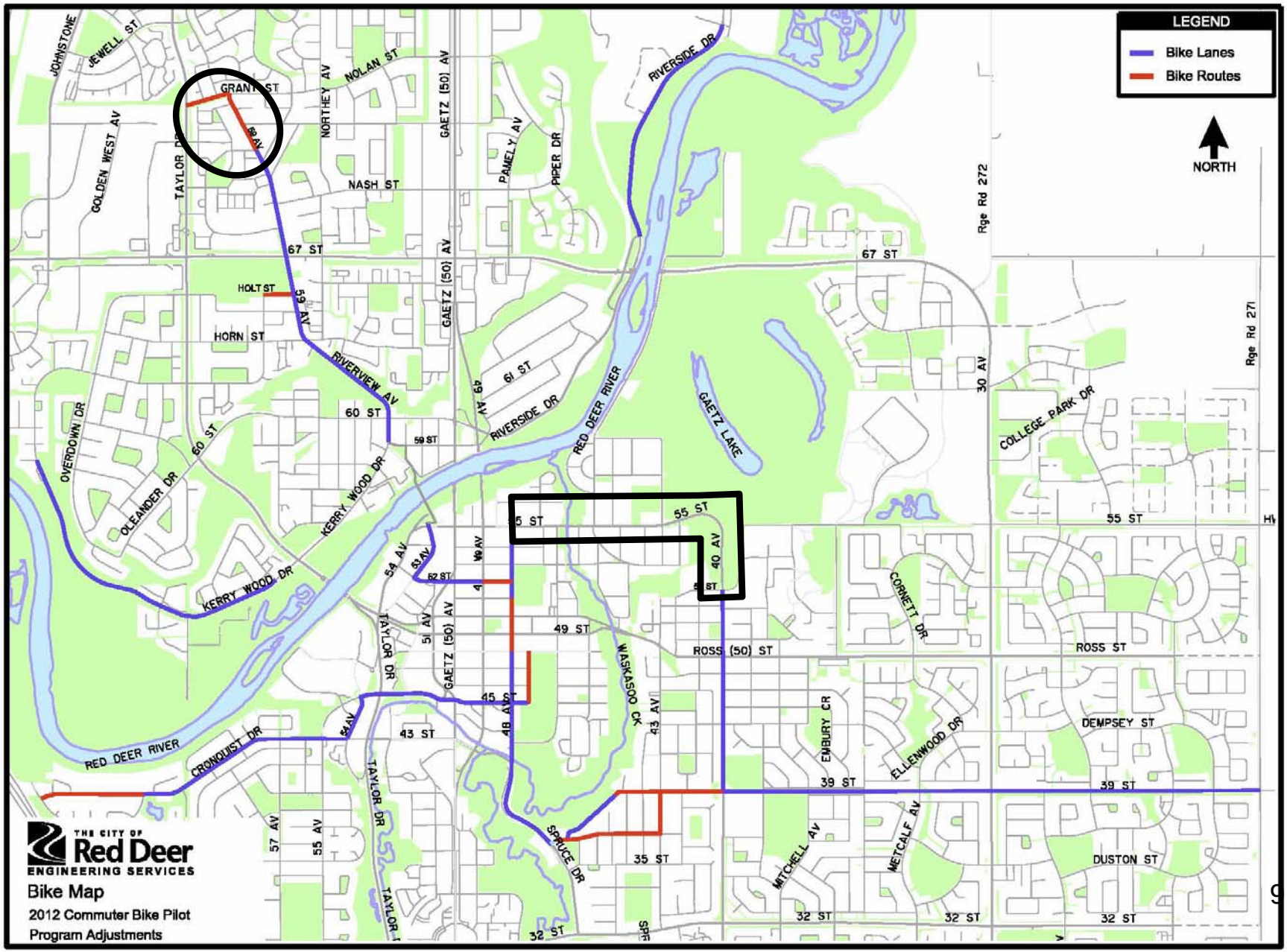
- The 2012 pilot network involved the installation of new on-street cycling infrastructure on 16 km of roadway.

- The 2012 installations brought the total pilot network to 20 km of new on-street facilities.

2012 – “A Continuous, Connected System”



2012 Pilot Network - Modified



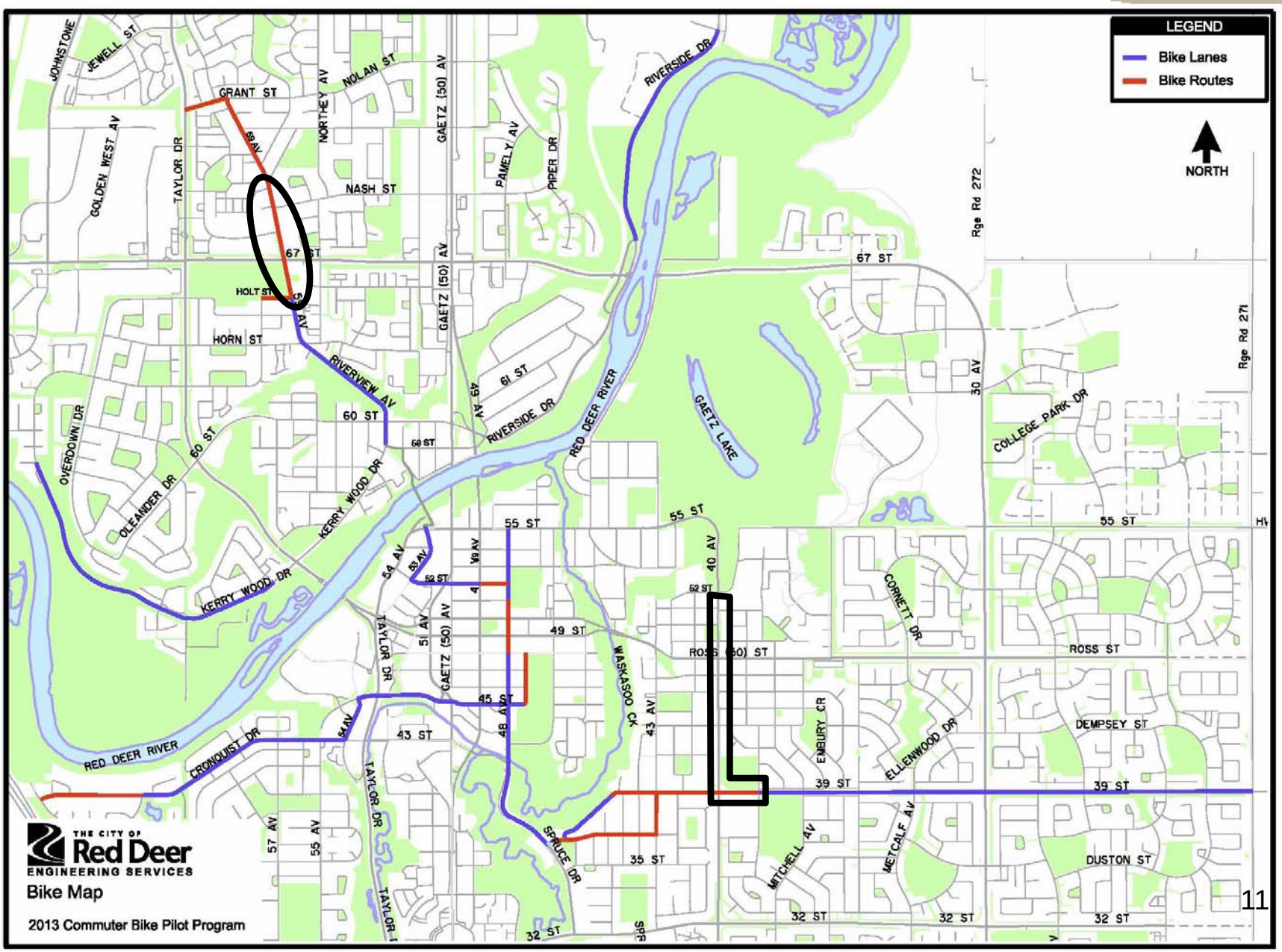
Pilot Overview

2013 – "A Responsive System":

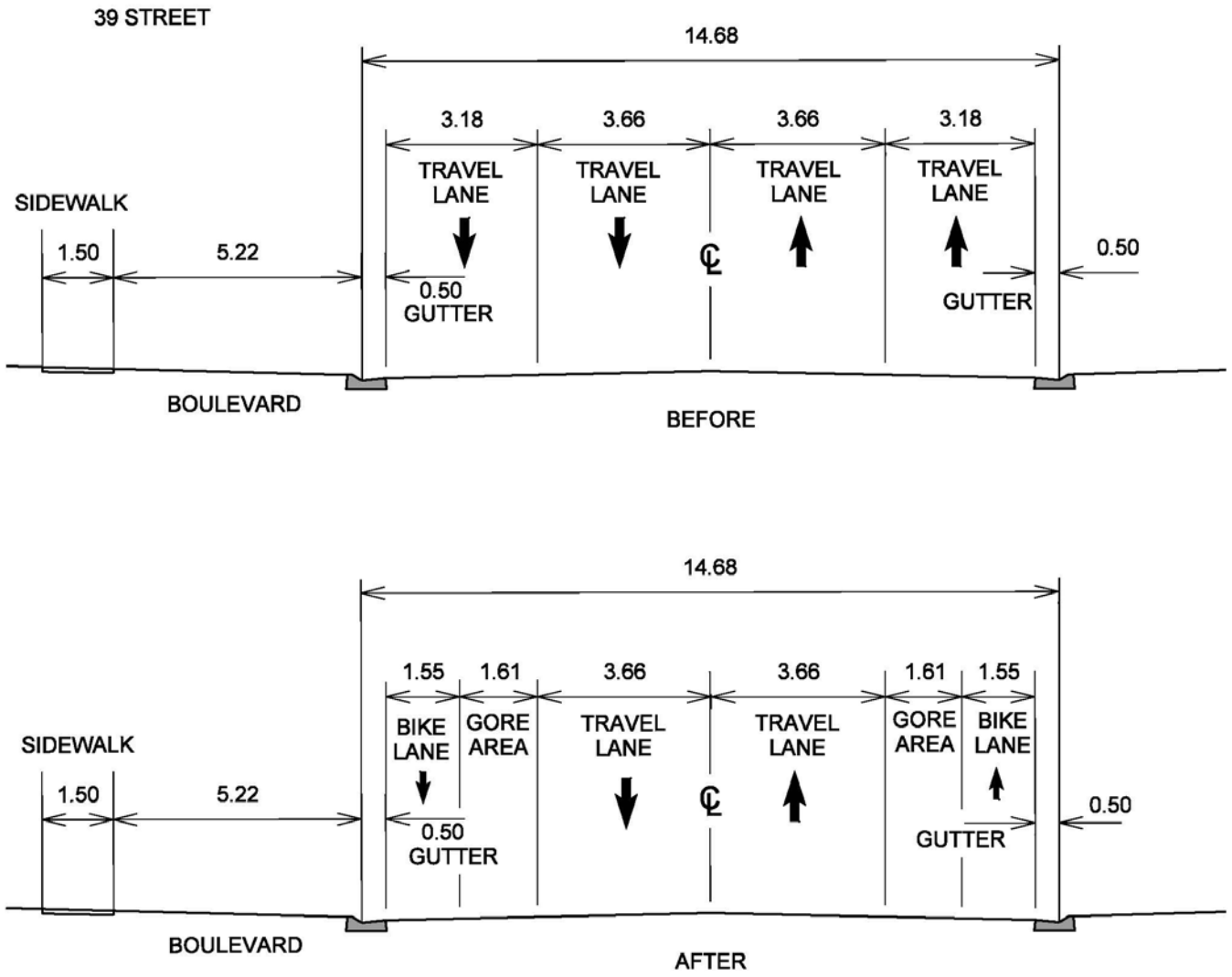
- Disconnected System
- Winter Issues
- Confusion / Compliance at intersections
- Ongoing Public Feedback

The pilot network was modified in 2013 to address the above issues (modifications illustrated on following slide).

Modified 2013 Pilot Network

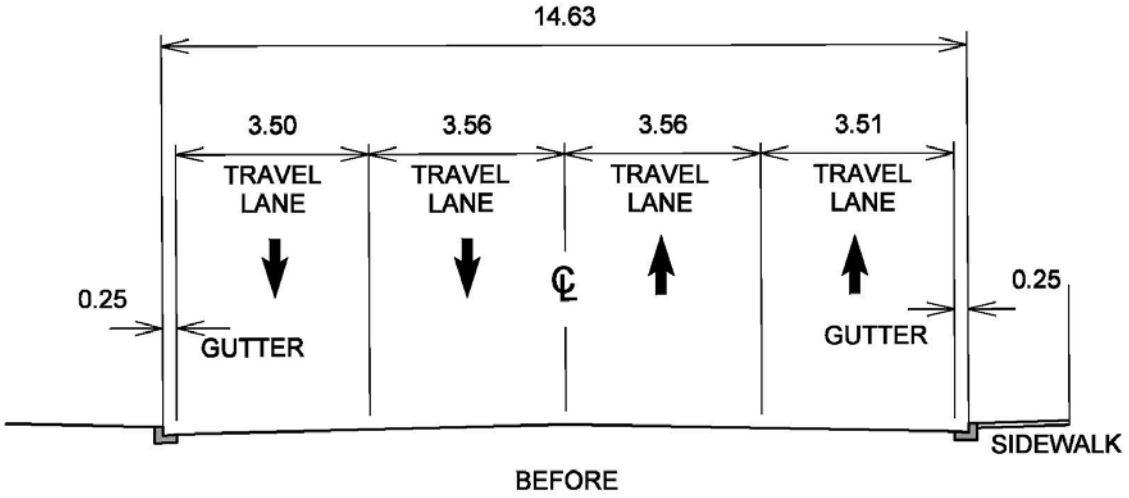


39 Street Cross Section

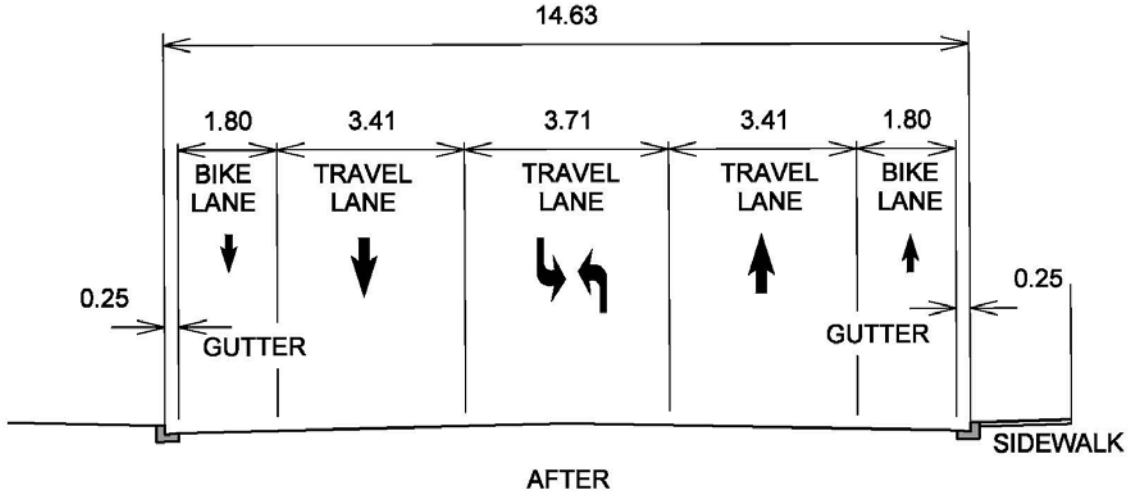


39 Street

40 Avenue Cross Section



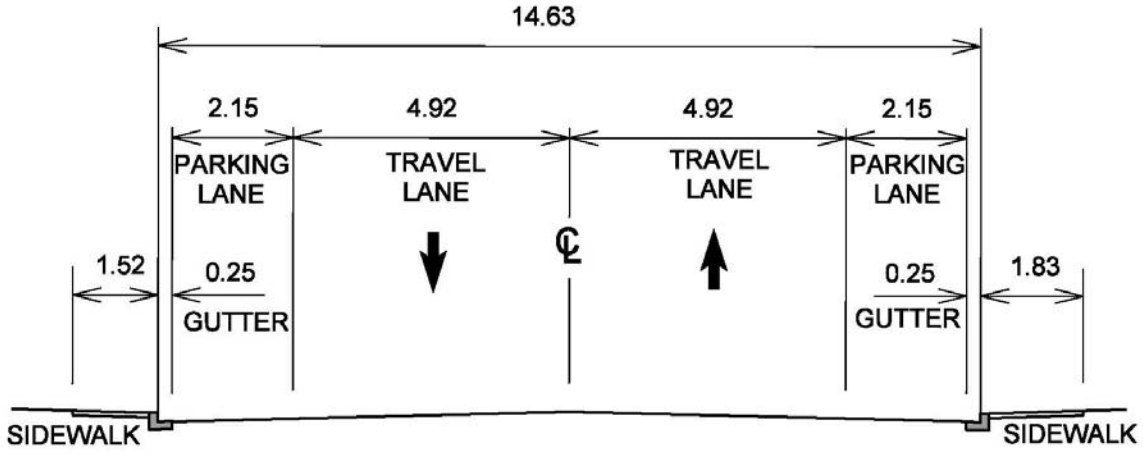
BEFORE



AFTER

40 Avenue

48 Avenue Cross Section



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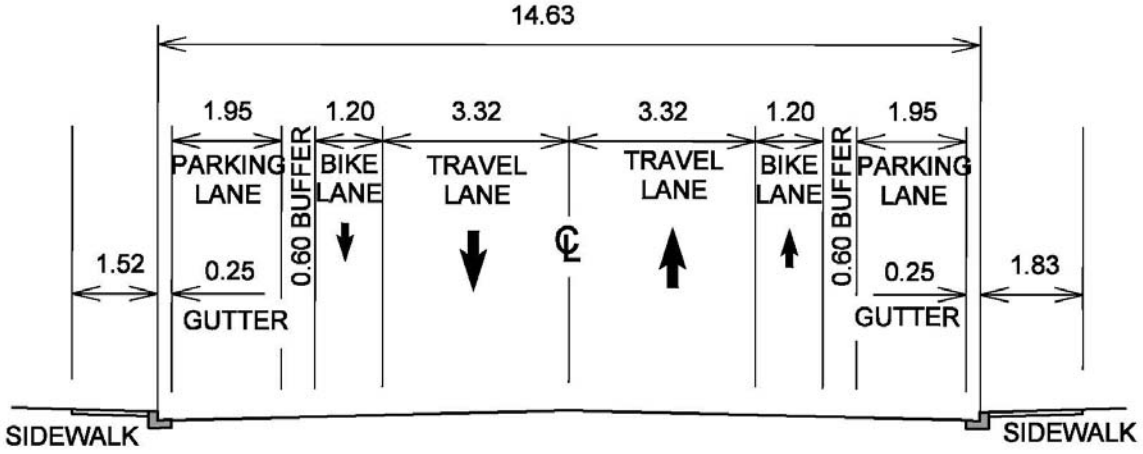
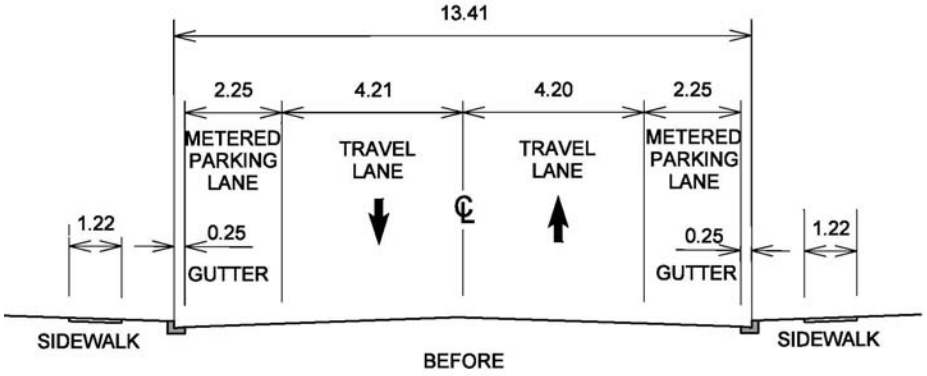


AFTER

48 Avenue

52 Avenue Cross Section



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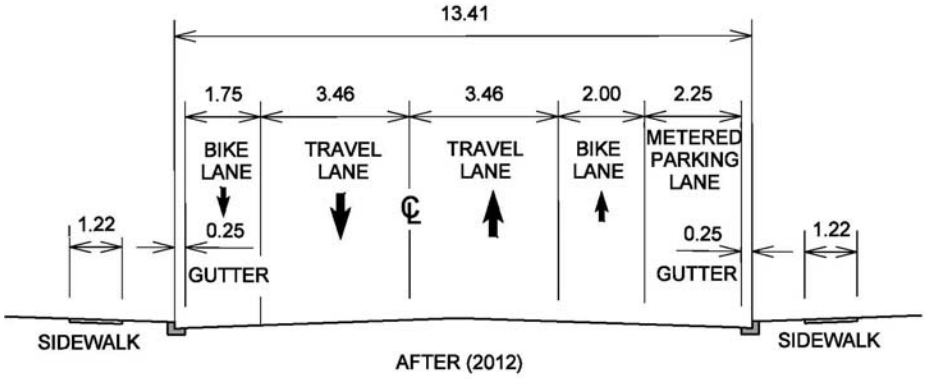
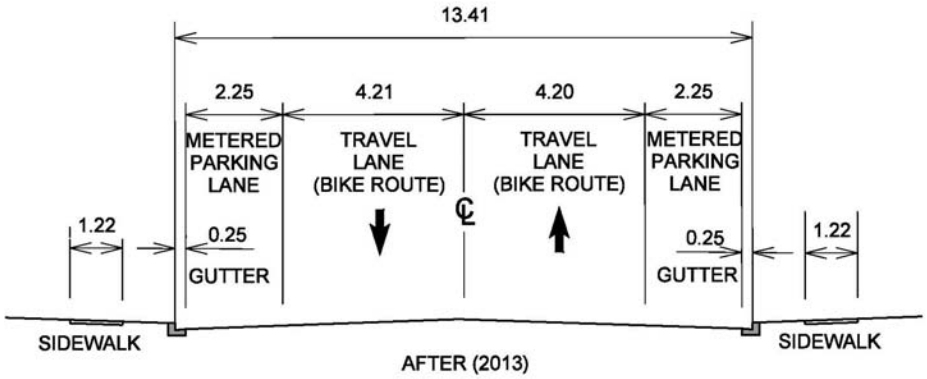


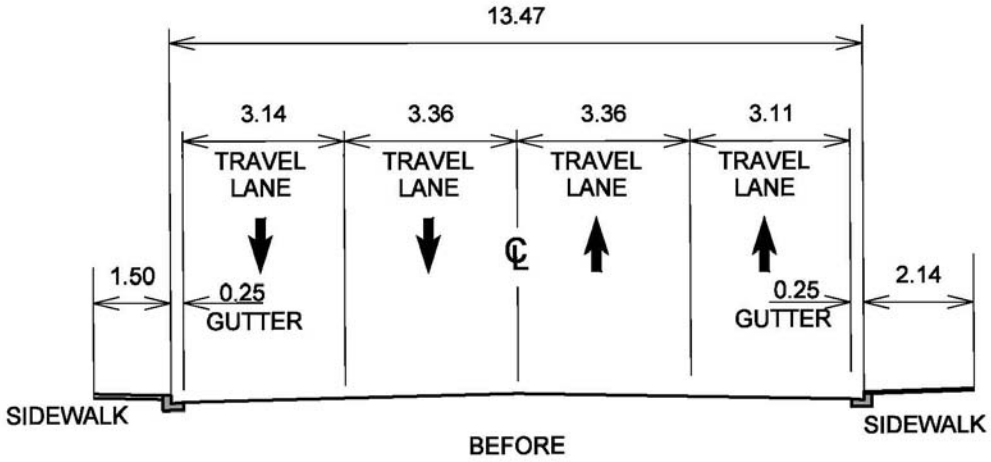
AFTER (2012)

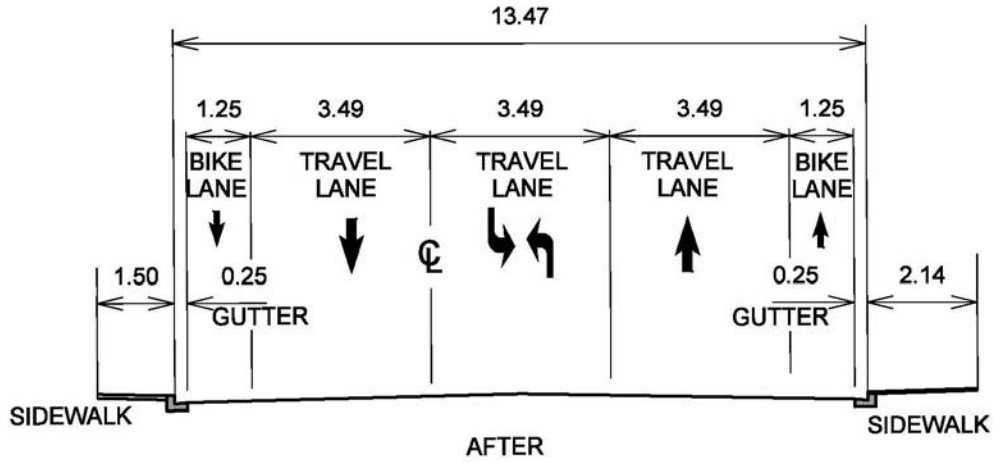


AFTER (2013)

THE CITY OF Red Deer

55 Street Cross Section





Final Project Stats

- Project completed within $800,000 budget
- Bike lanes on 13 km of roadway
- Bike routes (i.e. share the road) on 5 km of roadway
- Over 5,300 unique online surveys completed
- Over 500 individual calls received, generating 785 separate comments

Challenges

1. Retrofitting roadways (e.g. parking removal)
2. Temporary nature of construction methods
3. Winter conditions / maintenance
4. Industry Guidelines (lack of consistent implementation)
5. Scope, resourcing and budget
6. Public Feedback
7. Safety vs. public perception of safety
8. Compliance of road users

This project became a political hot button and is currently an election issue.

Lessons Learned

1. Advanced planning is critical
2. Context sensitive design (no one “right” solution)
3. Know your network
4. Consistency and connectivity are important
5. Create facilities that people will use (not all routes are meant for all users)
6. Understand public feedback trends and be prepared
   - Use feedback tools that are statistically valid
7. Tell the public what you are doing in advance
8. Public education is needed
9. Communicate internally as well as externally

Thank You