

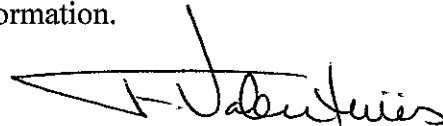
REPORT NO. 245 of the
ENVIRONMENT, TRANSPORTATION & PUBLIC SAFETY
STANDING COMMITTEE
of its meeting held November 19, 2014

Present: **Councillor J. Gignac**
 Councillor A. Halberstadt
 Councillor R. Jones
 Councillor H. Payne
 Councillor F. Valentinis, Chair


That the following recommendations of the Environment, Transportation and Public Safety Standing Committee **BE APPROVED**:

Moved by Councillor Gignac, seconded by Councillor Jones,
THAT the minutes of the Windsor Bicycling Committee meeting held September 24, 2014 **BE RECEIVED** for information.
Carried.

Clerk's Note: The minutes of the Windsor Bicycling Committee meeting held September 24, 2014 are attached as background information.



CHAIRPERSON



DEPUTY CITY CLERK

NOTIFICATION:	
NAME	CONTACT INFORMATION



KK/
Windsor, Ontario September 24, 2014

A meeting of the **Windsor Bicycling Committee** is held this day commencing at 5:00 o'clock p.m. in Room 407, 400 City Hall Square East, there being present the following members:

Dr. Christopher Waters, Chair
Councillor Alan Halberstadt (arrives at 5:02 p.m.)
Neil Campbell
Charles Griffiths
Walter Manney
Nicole Noel
Charles Pope

Guests in attendance:

Pet Jeflyn and Kim Kristy, Canadian Arts Productions
Lori Newton, Bike Friendly Windsor Essex
Lori Labute

Also present are the following resource personnel:

Jen Leitzinger, Transportation Planning Engineer
Cathy Copot-Nepszy, Windsor Essex County Health Unit
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 5:00 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. DECLARATIONS OF CONFLICT

None disclosed.

3. MINUTES

Moved by N. Campbell, seconded by C. Griffiths,
That the minutes of the Windsor Bicycling Committee of its meeting held July 16, 2014
BE ADOPTED as presented.
Carried.

4. **BUSINESS ITEMS**

4.1 **Report of the Chair**

The Chair states several bicycle collisions have recently occurred in the city necessitating the need for the further promotion of bicycle safety.

The Chair thanks Councillor Halberstadt for his tremendous service to the Windsor Bicycling Committee over the past several years. He notes the Councillor is a "great champion" of cycling in the City of Windsor.

Moved by N. Campbell, seconded by W. Manney,

That Councillor Halberstadt **BE THANKED** for his dedication and diligence in the promotion of cycling in the City of Windsor.

Carried.

4.2 **WBC 2014 Annual Report**

The "Draft" WBC 2014 Annual Report is reviewed and received.

4.3 **WBC Video and Public Service Announcements**

Pat Jefflyn and Kim Kristy, Canadian Arts Productions are present to provide a proposal for a bike video. The "Bicycle Video Proposal for the Windsor Bicycling Committee" document is distributed and *attached* as Appendix "A". The theme of the video depicts a family enjoying a leisurely bike ride with the children asking questions about bike safety and bike paths. The cost to produce the video is \$3,277 (including the HST) which does not include marketing of the video.

In response to a question asked by C. Pope as to how will the video be marketed, K. Kristy responds the video will be located on cyclewindsor.ca and on You Tube.

C. Copot-Nepszy suggests radio ads may be more effective than a video.

The Chair indicates in consultation with AM 800, that approximately 86 radio spots will cost \$1,356 (total value of \$5,160).

N. Campbell questions if the video illustrating bike safety is produced, what are the plans to market the video to parents.

The Chair asks if the video fee can be reduced to \$3,000. P. Jefflyn responds affirmatively.

The Chair states if the marketing of the video is included in the fee, concerns may be assuaged.

Moved by Councillor Halberstadt, seconded by N. Campbell,
That the request by Pat Jeflyn and Kim Kristy to produce a bike safety video for the Windsor Bicycling Committee **BE DEFERRED** to allow for the opportunity for the WBC to discuss a marketing strategy.
Carried.

The Chair thanks Pat Jeflyn and Kim Kristy for their presentation.

4.4 Bicycle Safety Campaign

Lori Newton, President, Bicycle Friendly Windsor Essex is present to provide information relating to a Trillium Grant application (via The Children's Safety Village) and the November 1, 2014 deadline. The salient points of discussion are as follows:

- Trillium Grant to be awarded in 2015.
- Trillium Grant funding is \$75,000 over a three year period, the lead being the Children's Safety Village.
- Concept for the Grant – "Someone you love rides a bicycle" and to incorporate ride on the right and be safe be seen campaign.
- L. Newton is requesting funding from WBC as an in-kind donation.
- Another initiative includes the placement of small signs targeting dangerous road areas for cyclists at a cost of \$10 to \$12 each. Concerns regarding the placement of signs on the public right-of-way are noted as permits are required.
- Suggestion to choose one street, i.e. University Avenue as a pilot project for the cycle safety signs.
- Also suggested is to place cycle safety signs on the rear of buses.
- Could purchase promotional materials as an in-kind donation and if the grant application is not successful, the WBC would use the promotional materials as give-aways at events.
- L. Newton recommends "informational cards" providing cycling education be purchased as promotional items.

Moved by c. Pope, seconded by W. Manney,
That City Council **BE REQUESTED** to approve in principle a Letter of Support from the Windsor Bicycling Committee endorsing The Safety Village's application for an Ontario Trillium Foundation Grant and further, that the WBC will provide in-kind volunteer time to the project.

Carried.

C. Pope leaves the meeting at 6:32 o'clock p.m.

Moved by N. Campbell, seconded by W. Manney,

That **APPROVAL BE GIVEN** to an expenditure of \$500 for a "Fall Safety Campaign" which may include the placement of signs (in accordance with the Sign By-law 250-2004) and/or printed materials in conjunction with Bike Friendly Windsor Essex.

Carried.

4.5 Signage in the Public Right-of-Way

Clerk's Note: The Committee Coordinator contacted the Public Works Department and the following guidelines apply to the placement of Community Event Signs:

- Permit fee - \$208
- Indemnity - \$250
- Locations as described in the permit
- Permit expiration date (4 weeks maximum)
- All signs shall be removed within 48 hours of the end of the permit period.
- All signs shall comply with Sign By-law 250-2004.
- No sign to be displayed within a 6m daylight corner.
- Signs to be located at 1m setback from sidewalks and 3m setback from the pavement edge or back of curb.
- No signs to be located on a road shoulder (ground signs).

4.6 Bike Facilities in the Walkerville BIA

Moved by N. Campbell, seconded by N. Noel,

The WBC recommends that the City of Windsor provide ample and secure parking facilities along the newly designed stretch of Wyandotte from Gladstone to Argyle and further, that consideration to provide ample and secure parking facilities for all future projects be given.

Carried.

4.7 Cabana Road Active Transportation Facilities for the Windsor Loop

The Chair thanks N. Campbell for attending the August 25, 2014 Council meeting. J. Leitzinger indicates a report will be undertaken to review the merit of the bollards.

4.8 Financial Summary

The Chair advises the balance of the WBC Operating budget is \$3,190.

Moved by N. Campbell, seconded by N. Noel,

That **APPROVAL BE GIVEN** to an expenditure in the upset amount of \$1,356 (including applicable taxes) for the purchase of radio spots from AM800, and further, that the

balance of the WBC Operating Budget **BE UTILIZED** for the purchase of bicycle safety devices to be provided free of charge to members of the public at events.

Carried.

The Chair indicates the need for bike lights and bells.

5. **COMMUNICATIONS**

- 5.1 The CQ20-2014 asked by Councillor Halberstadt at Council's meeting held August 5, 2014, is received for information.
- 5.2 The e-mail from Nicole Noel dated September 10, 2014 regarding the Class Environment Assessment – Central Box was forwarded to the Engineering Team at Stantec.
- 5.3 The Chair contacted Amanda Corneau regarding her e-mail dated July 28, 2014 relating to bicycle safety and cycling on the sidewalk and invited her to attend a future meeting of the WBC.
- 5.4 In terms of the e-mail from Philippa von Zeigenweidt dated July 27, 2014 regarding "Protected Bike Lanes in Riverside", she also has been invited to attend a future meeting of the WBC.

6. **NEW BUSINESS**

C. Griffiths announces he will not pursue another term with the WBC. He thanks the Committee for their assistance.

The Chair states C. Griffith's good humour and his volunteering will be missed.

7. **ADJOURNMENT**

There being no further business, the meeting is adjourned at 7:05 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR

AGENDA
and Schedule "A"
to the minutes of the
Windsor Bicycling Committee meeting held
Wednesday, September 24, 2014
at 5:00 o'clock p.m.
Room 407, 400 City Hall Square East



1. **CALL TO ORDER**
2. **DECLARATIONS OF CONFLICT**
3. **MINUTES**
Adoption of the minutes of the meeting held July 16, 2014 – *(previously distributed)*
4. **BUSINESS ITEMS**
 - 4.1 **Report of the Chair**
 - 4.2 **WBC 2014 Annual Report**
The "draft" 2014 Annual Report provided by the Chair - *attached.*
 - 4.3 **WBC Video**
Pat Jefflyn and Kim Kristy, Canadian Arts Productions to provide suggestions for WBC bike safety videos. Discussion regarding public service announcements on the radio and other initiatives.
 - 4.4 **Bicycle Safety Campaign**
Proposal by Bicycle Friendly Windsor. Lori Newton to be in attendance.
 - 4.5 **Signage in the Public Right-of-Way**
By-law 250-2004 Section 4.0 relating to Sign Permits and Inspections – *attached.*
 - 4.6 **Bike Facilities in the Walkerville BIA**
J. Leitzinger to provide an update.
 - 4.7 **Cabana Road Active Transportation Facilities for the Windsor Loop**
Windsor City Council at its meeting held adopted CR209/2014 – *attached.*
 - 4.8 **Financial Summary**
The City of Windsor Financial Summary Variance Report for the period ending December 31, 2014– *attached.*
5. **COMMUNICATIONS**
 - 5.1 CQ20-2014 asked by Councillor Halberstadt at Council's meeting held August 5, 2014 – *attached.*
 - 5.2 E-mail from Nicole Noel dated September 10, 2014 regarding the Class Environment Assessment – Central Box – *attached.*
 - 5.3 E-mail from Amanda Corneau dated July 28, 2014 regarding bicycle safety and cycling on the sidewalk – *attached.*

- 5.4 E-mail from Philippa von Ziegenweidt dated July 27, 2014 regarding "Protected Bike Lanes in Riverside" – attached.
6. NEW BUSINESS
7. ADJOURNMENT



Bicycle video proposal for Windsor Bicycling Committee

September 24, 2014

GOAL: motivate more people to ride their bikes

- highlight Windsor's cycling infrastructure
- stimulate discussion on what's next

PRODUCTION PLAN: In the video the Waters family will go for a ride in various areas of the city. They will talk about how they stay safe, what they like about riding their bikes and ask the question... 'where do we go from here.'

ie., "Where's the bike path, Dad?"

This will require about a half day of their time.

The target length for the finished production will be 2-3 minutes.

THE VIDEO WILL BE:

- informative, factual and memorable
- highlight the benefits of using a bicycle for transportation, recreation and health purposes.
- update the public about existing bike paths and trails.
- motivate more people to ride bikes on a regular basis.
- stimulate discussion about how to expand bike paths and better integrate cycling on local roadways.
- ask the question: "Where do we go from here?"

COST:

1 day preproduction	\$ 800
1 day of shooting	\$1200
1 day post production	\$ 800
Music rights (estimated)	\$ 100
Subtotal	\$2900
HST	\$ 377
TOTAL	\$3277