



TO: Budget Committee

CC. Arvin Prasad, Commissioner, Development Services
Brian Lee, Director, Engineering

FROM: Loy Cheah, Senior Manager, Transportation, Ext. 4838

DATE: November 19, 2019

Re: Budget Item #20032 – Active Transportation Awareness Program

Background

This memorandum is in response to a request by Budget Committee on November 8, 2019 in regards to budget request item #20032 – Active Transportation Awareness Program.

Overview and Mandate of CPAC

CPAC was established in September 2003, as per the direction of the Transportation Committee. In the Terms of Reference, the specific duties of CPAC is to include, but not be limited to, the following:

- Advising staff of various departments and Council on the design, development and delivery of cycling and pedestrian policies, programs and facilities to promote and enhance cycling and walking in Markham;
- Compiling research and statistics on cycling and pedestrian issues;
- Working with local neighbourhoods by collecting and distributing information related to cycling and walking;
- Promoting an increased public awareness of cycling and walking as environmentally friendly forms of transportation;
- Assisting in fundraising opportunities;
- Discussing and resolving any issues between cyclists and pedestrians;
- Assisting in the integration of bicycle and pedestrian facilities into significant development proposals as they arise.

CPAC Activities and Accomplishments

An annual summary of walking and cycling related accomplishments and activities that are conducted by CPAC or staff is presented to Development Services Committee every Spring.

The key accomplishment of CPAC remains the annual Markham Cycling Day, which has grown from a children cycling event started in 2008 with less than 100 participants into a community and major GTA event that attracted over 1800 registrants in 2019.

Other past accomplishments of CPAC include:

- Walkability audit of 5 areas in Markham to evaluate opportunities for walking improvements;
- Annual Jane's Walk that includes 3 guided walking tours in heritage areas;
- Active Travel School Pilot at 9 elementary schools in Markham through member support and volunteering;
- Bike valet/parking program at major City festivals such as Unionville Festival, Markham Village Music Festival, Canada Day, Thornhill Village Festival;
- Repaired and distributed donated bikes;
- Reviewed drafts and provided input to the Markham cycling map; and
- Advocating for cycle track on Highway 7 from Town Centre Blvd to Sciberras Road.

Past Budget and Expenditure Breakdown

Attachment A provides an overview of project expenditures for the past three years (2016, 2017 and 2018) of the Active Transportation Awareness budget. A full accounting of 2019 expenditures is not available yet. However, estimates of the 2019 CPAC component are shown. Note that the “Total Budget” amounts shown in Attachment A include the contingency and HST components.

In summary,

1. This budget was first created as an efficiency step within the City budget process to avoid having many small individual project budgets.
2. This budget is used to fund a variety of small projects related to walking and cycling. Example projects include Jane's Walk, Markham Cycling Map, active travel to school pilot, guidelines for signage and pavement markings on multi-use pathways and on-road cycling facilities, feasibility studies for trails and multi-use pathway, signage and pavement markings on all multi-use pathways, and the annual Markham Cycling Day event.
3. This budget total was reduced from \$128,700 in 2016 to \$95,100 in 2017, a reduction of \$33,600. The reduced amount of \$95,100 has been maintained since.
4. Within this budget, a guideline of \$25,000 is identified for CPAC-related activities.
5. CPAC in itself has no spending authority. All expenditures from this budget require staff approval, including the CPAC component. In this regard, CPAC

makes recommendations to carry out projects and staff reviews and approves them.

Active Transportation Wayfinding Strategy

Budget Committee also requested for information on the cost of completing a City-wide wayfinding strategy. As York Region has recently completed a set of guidelines on active transportation way-finding, it would be cost efficient for a Markham strategy to be built upon the Regional guidelines. As such, a AT wayfinding study for major Markham trails and pathways could cost in the range of \$50,000, depending on the scope of work.

Total Budget Request

The 2020 budget request of \$86,500 consists of the following elements:

- CPAC: \$25,000
- MUP Planning (Wayfinding Signage Guideline): \$10,000
- Corridor Signage & Pavement Marking Gaps: \$25,000
- Feasibility Studies for AT Initiatives: \$10,000 (e.g. Update Denison MUP Feasibility Study)
- Encouragement & Promotional & Pilot \$15,000 (Markham Cycle, Cycle Maps, AT Expo)

The \$10,000 estimate for the Wayfinding Signage Guideline was to focus solely on the Rouge Valley Trail system where we have received a number of complaints/requests to improve the wayfinding signage on it. If a City-wide AT wayfinding strategy is to be conducted, the overall requested budget would need to be either re-allocated or increased.

Other City Advisory Committee Budgets

Committee also requested, for comparison and reference purposes, budget information for other City Advisory Committees. Attachment B provides a summary of the budget information for other advisory committees.

Attachments

- A. Summary of Past Active Transportation Awareness Budget Expenditures
- B. List of Advisory Committees