Durham Cycling Wayfinding and Signage Strategy

Committee of the Whole Presentation

November 13, 2024

Introduction and Background

Purpose

What is Cycling Wayfinding Signage?

Cycling wayfinding and signage are systems of signs and markers specifically designed to guide cyclists along routes. These **systems improve navigation**, **safety, and overall cycling experience for riders.**

- Wayfinding **guides cyclists** and makes **navigation** easy
- Builds a unique **identity** for cycling infrastructure
- It **boosts confidence** and **promotes cycling** as a reliable mode of transportation
- **Encourages exploration** and regular network use

Why has the Region Developed a Strategy?

- Identified through the Regional Cycling Plan (RCP) to support a greater shift towards a more cycling-friendly culture

- Growing need for a cohesive, consistent, and well-designed region-wide wayfinding system

- Improve the cycling experience and safety across Durham

Outcomes and Impact

Support for Regional and Local Objectives

Aligns with regional transportation and mobility goals by supporting increased use of cycling, which can contribute to sustainability and health objectives.

Comprehensive Guide

Establishes a **standardized framework** for design, placement, and maintenance of cycling wayfinding signage across the Durham Region.

Strategic Planning

Acts as a **decision-making tool**, setting clear guidelines and priorities that streamline resource allocation and project planning for cycling wayfinding.

Stakeholder Coordination

Engaged and aligned stakeholders, including regional staff, municipal bodies, agencies and community groups, to ensure coordinated efforts and support.

Adaptability and Scalability

Offers a flexible **approach for expanding** or updating the wayfinding system as new areas develop or cycling trends evolve.

Educational Resource

The strategy document will serve as a **comprehensive informational resource** for staff, new personnel and stakeholders.

Foundations of the Cycling Wayfinding and Signage Strategy

Alignment with Regional Plans and Policies

Regional Cycling Plan

- References support for a greater shift toward a more cycling-friendly culture.
- Need for a cohesive, consistent, and well-designed region-wide wayfinding system to promote cycling, use of the Primary Cycling Network (PCN).
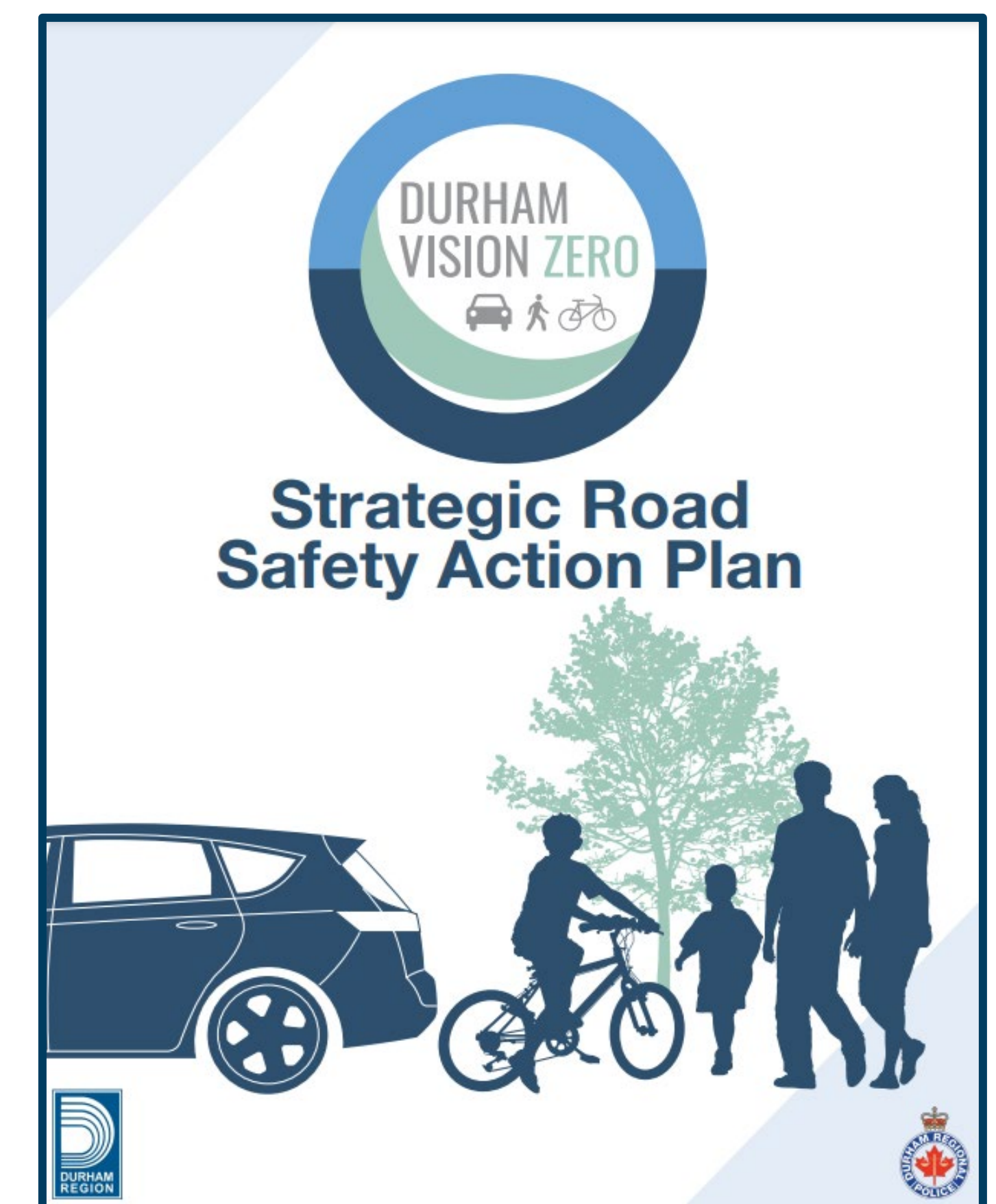
Transportation Master Plan

- Wayfinding recognized to support sustainable transportation and make walking and cycling more practical and attractive.
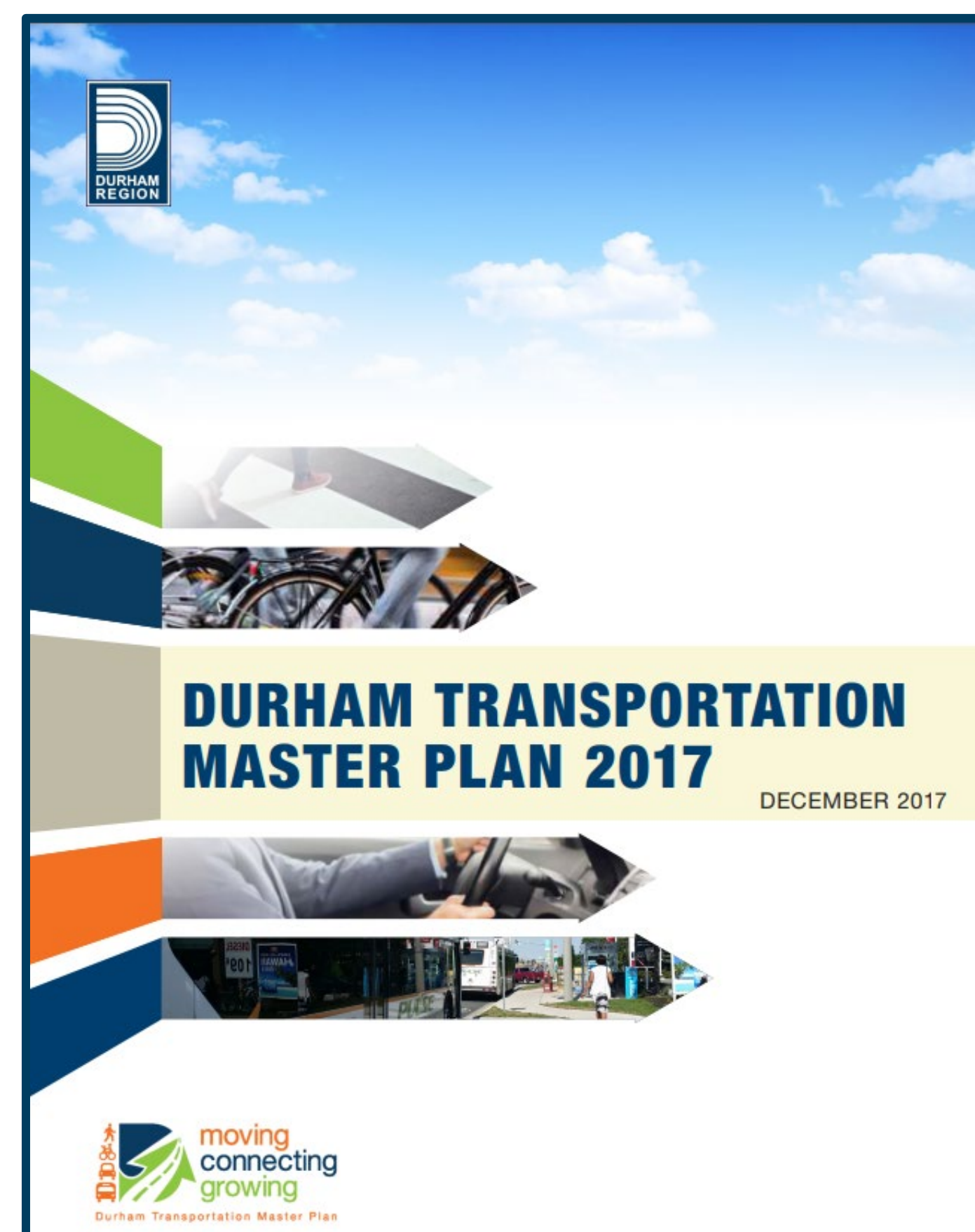
Vision Zero Strategic Road Safety Action Plan

- Supports goals of Vision Zero by:
  - Improving the navigation of safe routes.
  - Enhancing education and awareness for all road users.
 - Strengthening data collection and reporting patterns and incidents.

The Network

Figure 4-1. Primary Cycling Network Vision

Legend:
- 2040 Primary Cycling Network
- Secondary Cycling Network
- Trails
- Durham Meadoway

The Primary Cycling Network is...

a network of **core cycling routes** that **connect** to key **destinations** along **Regional roads.**

Locations for Signage:

- Signage will be added across the Region's Primary Cycling Network (PCN) on Regional Roads
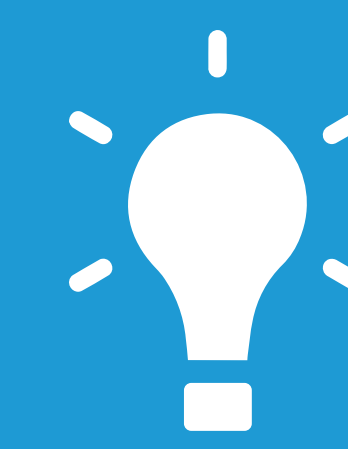
DID YOU KNOW?

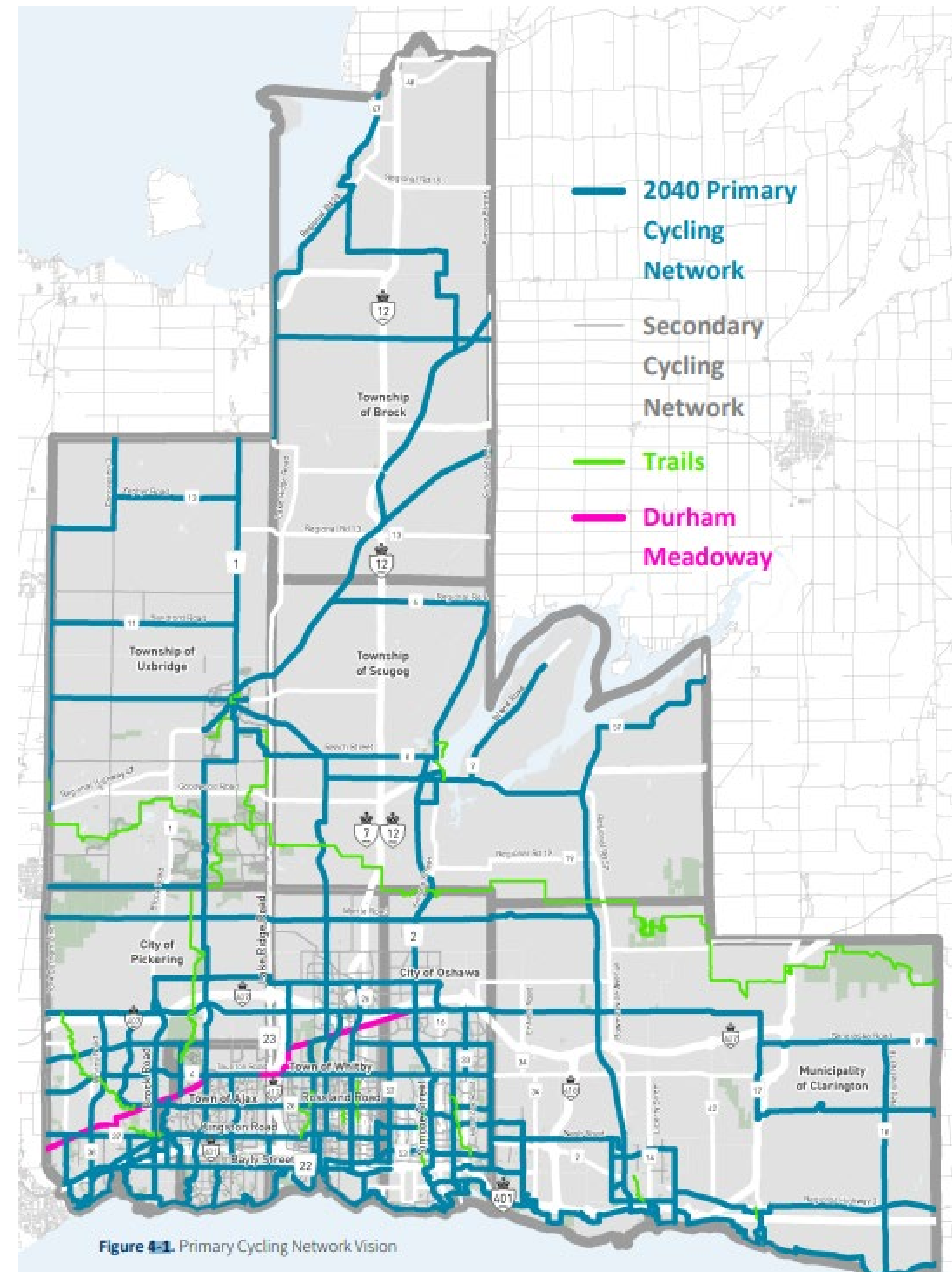The PCN includes over **1,000 km of cycling facilities** across all eight area municipalities.

Vision

> Establish Durham as a premier cycling destination, while simultaneously encouraging increased active travel among visitors and residents. This will be achieved through a distinctive and clear wayfinding system that seamlessly connects individuals to a wide range of attractions and destinations across Durham Region.

Guiding Principles
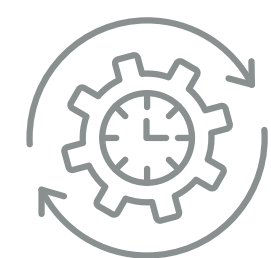
Consistency
Facilitating uniformity in content and presentation across all elements.

Sustainability
Considering long-term costs and adaptability to changes for sustainable outcomes.

Local Identity
Promoting the region's unique identity while empowering community input and participation.

Encouraging
Promoting cycling as a sustainable transportation choice.

Inclusivity, Equity and Equality
Addressing the needs of diverse user types and providing equal access to opportunities.

Connectivity & Navigation
Facilitating seamless movement by connecting locations and effective navigation features.
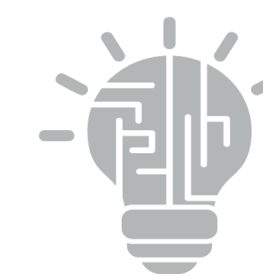
Simplicity
Clear and logical information presentation to save users time and effort.

Goals

01 Uphold Inclusivity and Equity.

02 Enhance Connectivity and Navigation.

03 Regional and Primary Cycling Network Focus.

04 Maintain Consistency, Simplicity, and Local Identity.

Project Timeline and Engagement

Project Timeline

Spring to Summer 2023 — 01

Project Initiation and Best Practices

Engagement Activities:
- Project Initiation Meetings and PRT#1

Key Milestones:
- Community Engagement Strategy
- Best Practices Report

Summer to Fall 2023 — 02

Assessment of Existing Conditions of Cycling Wayfinding in Durham

Engagement Activities:
- PRT Meeting#2, ESC#1, and PIC#1

Key Milestones:
- Existing Conditions Report
- Vision, Goals and Objectives

Summer to Winter 2023 — 03

Branding and Signage Design and Destination Identification

Engagement Activities:
- PRT Meeting#3 and #4, and ESC#2

Key Milestones:
- Branding Guidelines
- Sign Family Concept
- Destination Database and Hierarchy

Winter 2023 to Spring 2024 — 04

Development of the Draft Strategy

Engagement Activities:
- ESC#3

Key Milestones:
- 80% of Draft Strategy Complete

Spring to Summer 2024 — 05

Development of the Implementation Material

Engagement Activities:
- PRT Meeting#5
- PIC#2

Key Milestones:
- Sign Placement
- Implementation and Maintenance Plan
- Cost Estimate

Summer to Fall 2024 — 06

Finalizing the Strategy

Key Milestones:
- Final Strategy
- Presenting the Final Strategy to Committee of the Whole and Regional Council

Glossary of Engagement Activities:
- PRT = Project Review Team
- ESC = Equity Steering Committee
- PIC = Public Information Centre

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Audience Groups and Engagement Activities

Audience Groups

General Public

All members of the community who will benefit from the Cycling Wayfinding and Signage Strategy.

Project Review Team

Key review agencies including:
- Regional staff;
- Federal and Provincial government representatives;
- Area Municipal staff;
- Conservation Authorities; and
- Advisory Committee members.

Equity Steering Committee

Equity-deserving individuals and groups who are not traditionally engaged in consultation processes.

Engagement Activities

Project Review Team Meetings

5 meetings

90 team members

Visual Preference Survey and PIC #1 and #2

40 responses received for Visual Preference Survey

49 people attended the PIC sessions

Equity Steering Committee Meetings

3 meetings

11 committee representatives

What We Heard

Key themes included...

Branding
"Need to have **consistency** across the region."

Maintenance
"Signs should be **durable** and **low maintenance**"
"Avoid sharp colours, they will fade."
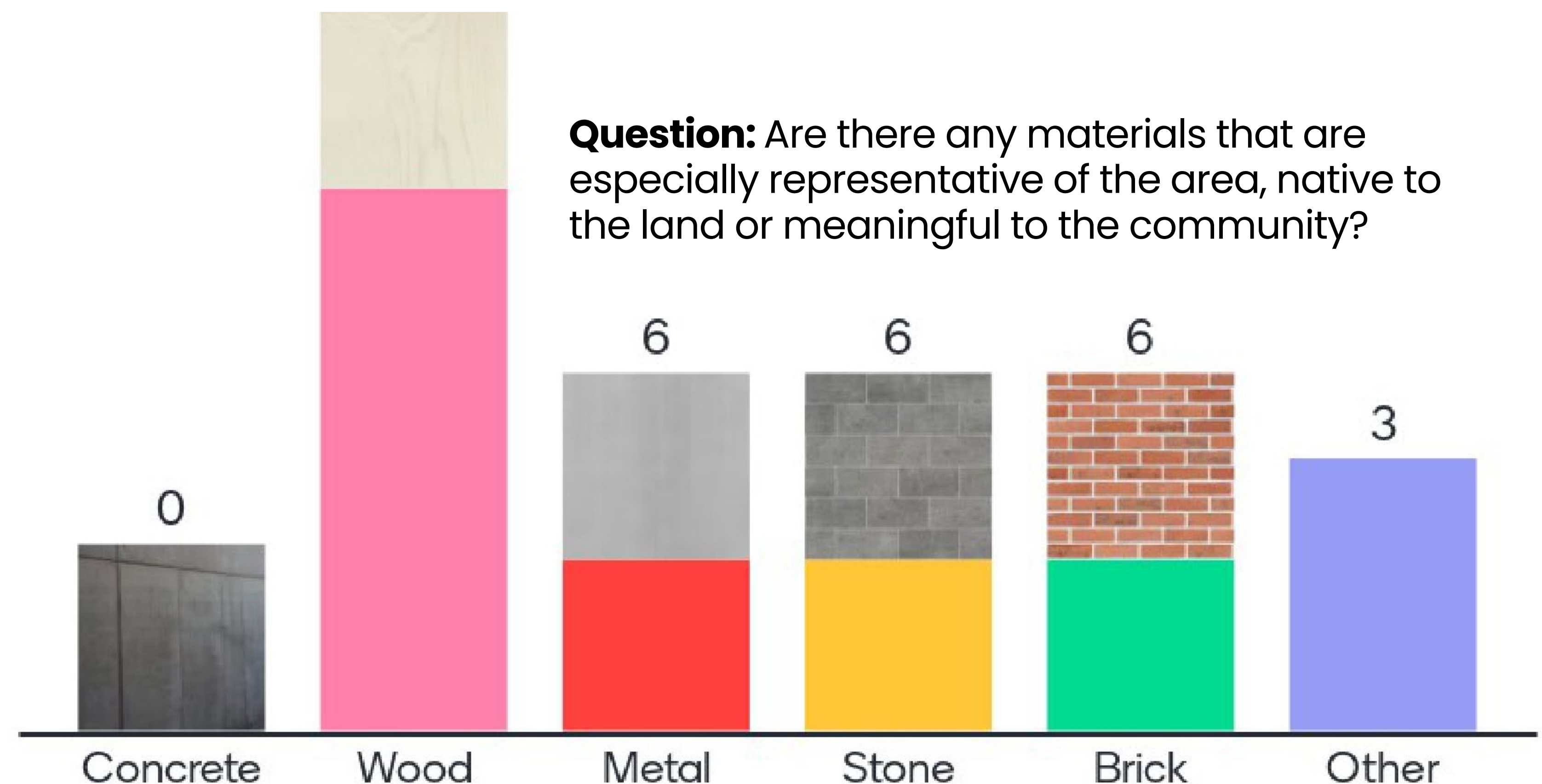
User Focus
"We should **consider the user perspective.** No matter where they are in the network they can navigate and orient themselves."

Accessibility
"Signs should be **accessible** to everyone."

Design
"Signs should be minimal and **clear** and **easy to understand.**"

Question: How unique do you envision the cycling wayfinding signs to be throughout the Primary Cycling Network?

Unique per municipality

More Homogenous

Identity of sign family — 3.9

Question: Are there any materials that are especially representative of the area, native to the land or meaningful to the community?

Concrete	Wood	Metal	Stone	Brick	Other
0		6	6	6	3
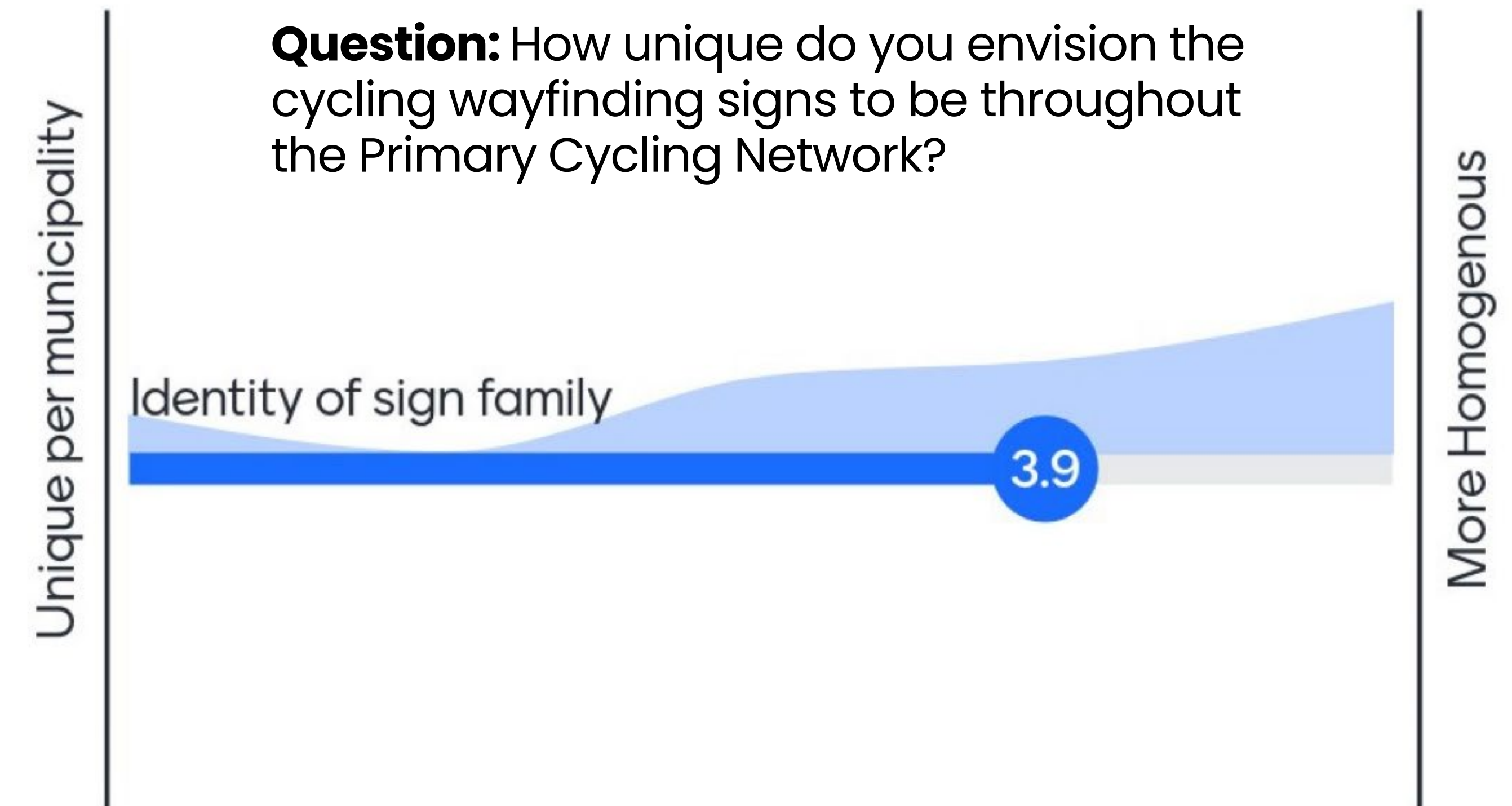
Overview of Cycling Wayfinding and Signage Strategy Components

Destinations

Importance of Destinations

- Destinations **provide orientation** for cyclists on the PCN and **fosters a sense of place.**

- **Selection of destinations** on signs **depends on their significance** in the overall wayfinding context.

Destination Selection Criteria

✓ **Open** to the Public.

✓ **Available** Year-Round.

✓ **Accessible** via the Primary Cycling Network.

✓ **Significant** Public Interest.

List of Destinations

A comprehensive Destinations Database with over **700 destination points** has been developed for this Strategy.
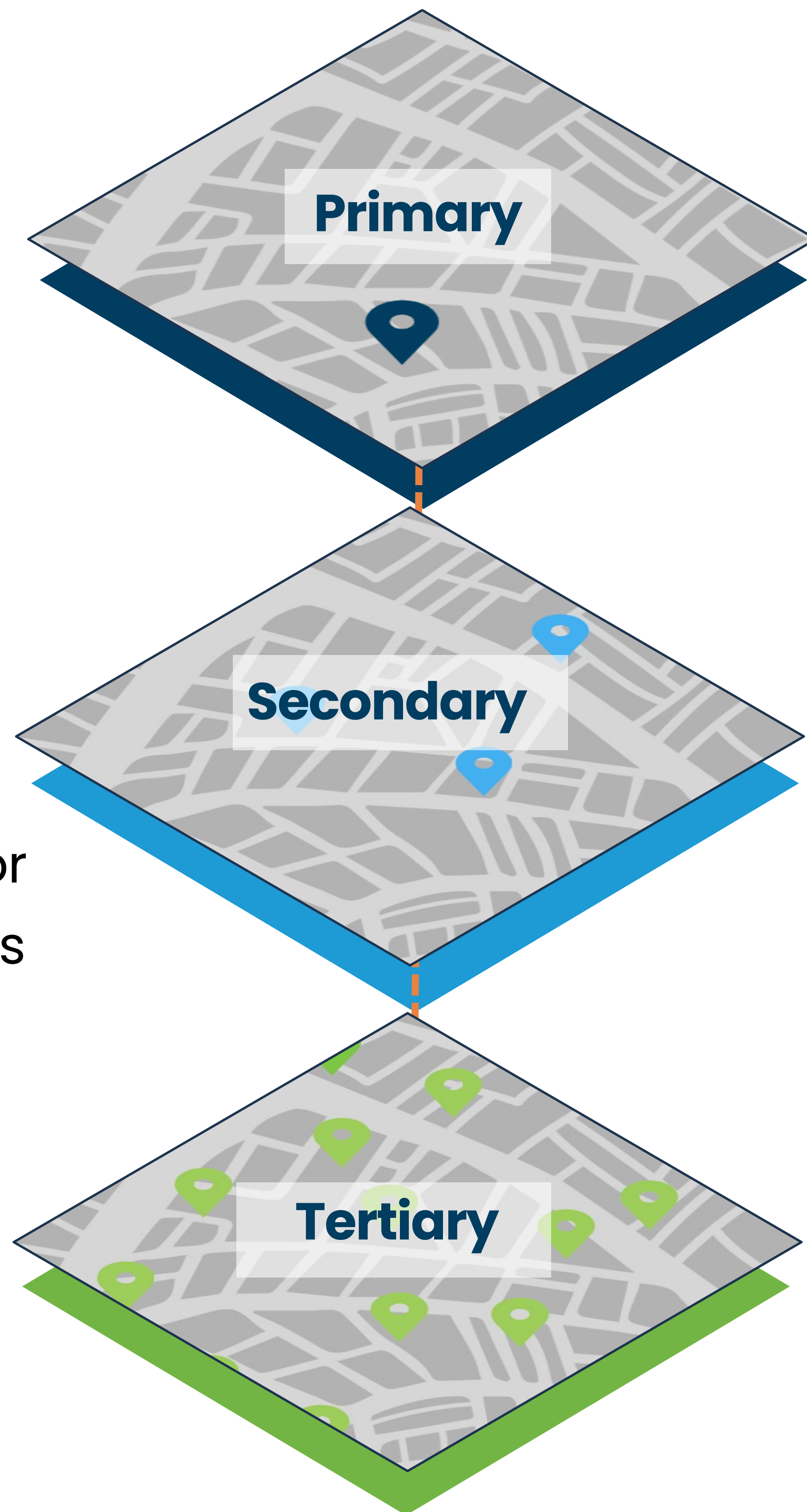

Source: Durham Tourism

Destination Hierarchy

A Hierarchy Framework

Organizes sign programming, prioritizing visibility for essential destinations

Primary

Secondary

Tertiary

1. Primary Destinations

Examples

Include **significant areas** that **attract** people from **longer distances** and are relevant or **desirable to a wider range of users**.

Signed up to **10 km** away.

- Municipalities.
- Communities (neighbourhoods, villages, hamlets).

2. Secondary Destinations

Examples

Consist of **important locations** such as **transit stations**, community **parks**, and **shopping districts.**

Signed up to **3 km** away.

- Trail Access Points.
- Significant Parks.
- Major Community Centres.

3. Tertiary Destinations

Examples

Include **local attractions** like neighbourhood parks, **community centres**, and **schools**.

Signed up to **1 km** away.

- Community Centres.
- Local Parks.
- Municipal Offices.
- Libraries.
- Conservation Areas.
- Museums.

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Establishing an Identity for the PCN

Branding elements have been established to **facilitate consistency** and **coherence** in the **application of signage** across the **cycling network,** so that signs are **easy to read**, **understand** and **recognize by all users** of the PCN.

The D shape is a **nod to the Durham Region logo** and gives a unique identity to the PCN.

The cropped bicycle **represents the intended user** of the cycling wayfinding signage system.

The case and sans serif typeface with a large height **improve legibility and accessibility.**

Primary Cycling Network

PCN Icon

A **unique icon** has been developed, to **represent the PCN** and provide the network with a **distinct brand identity** that is easily recognized by its users.
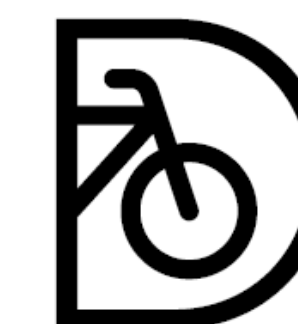
Primary Icon

1- Colour	Black	White
Primary Cycling Network	Primary Cycling Network	Primary Cycling Network

Alternate Icon

1- Colour	Black	White

Sign Family Concept

Pavement Markers

400x311 mm

400x311 mm

400x311 mm | 600x600 mm | 600x600 mm | 400x311 mm | 400x311 mm | 600x600 mm | 600x600 mm | 600x600 mm | 400x311 mm

LEFT TURN | STRAIGHT | RIGHTTURN | LEFT TURN | STRAIGHT | RIGHTTURN

300mm x variable width

Mary St N

Street Sign

SIDE | FRONT/BACK

220x1800mm | 750x1800mm

40mm cap height for destination text (similar to Toronto's cycling wayfinding signs)

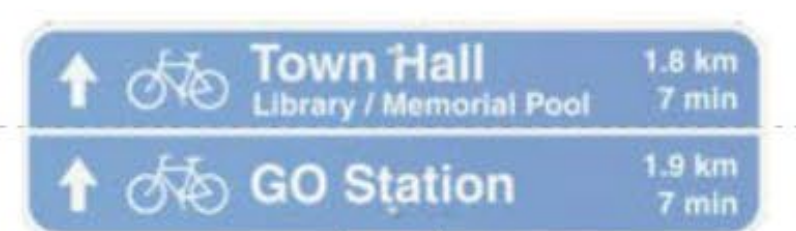*Interstate Condensed font for destinations for legibility (similar to Clearview which is standard for road signs)*

600x750 mm

Primary Cycling Network

Destination Name | 0.00 km | 00 min
Destination Name | 0.00 km | 00 min
Destination Name | 0.00 km | 00 min

Printed aluminum sign

750x300 mm

To Destination Name

750x300 mm

To Destination Name

Town Hall | 1.6 km
Library / Memorial Pool | 7 min
GO Station | 1.9 km | 7 min

Existing signage

Primary Cycling Network

Name of kiosk here
Subheader example

English line 1
English line 2

Map
450x750 mm

French line 1
French line 2

Area for text

Primary Cycling Network

250x250 mm

QR code

Area for four to five partner logos

4" square wooden post

300x300 mm

Base: 750x220mmx500mm

Metal panels with printed graphics mounted on base

Concrete base or precast concrete with wood texture and painted to emulate wood

Kiosk | **Decision** | **Turn** | **Confirmation** | **Co-Branding Medallion**

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Implementation Plan

Phasing

The goal for the **implementation phasing** is to focus on **existing** PCN routes and **those scheduled for implementation** in **the short-term horizon,** subject to budget approval, timing of regional projects and related initiatives at the area municipal level.

1. Existing Routes

A. Routes without existing signage

- Signage will be added to **segments of the PCN with existing infrastructure and <u>no signage in place</u>**.

- A set of **route prioritization criteria** is needed at the Regional level to prioritize existing routes for implementation.

B. Upgrading existing signage

- Signage will be added to **existing routes** when existing **signs are in need of replacement** or when routes and corridors are being upgraded.

2. Short Term Routes

A. Routes planned for installation between 2024 to 2031

- Signage will be added to **new planned routes identified in the short-term capital and infill planning horizon**.
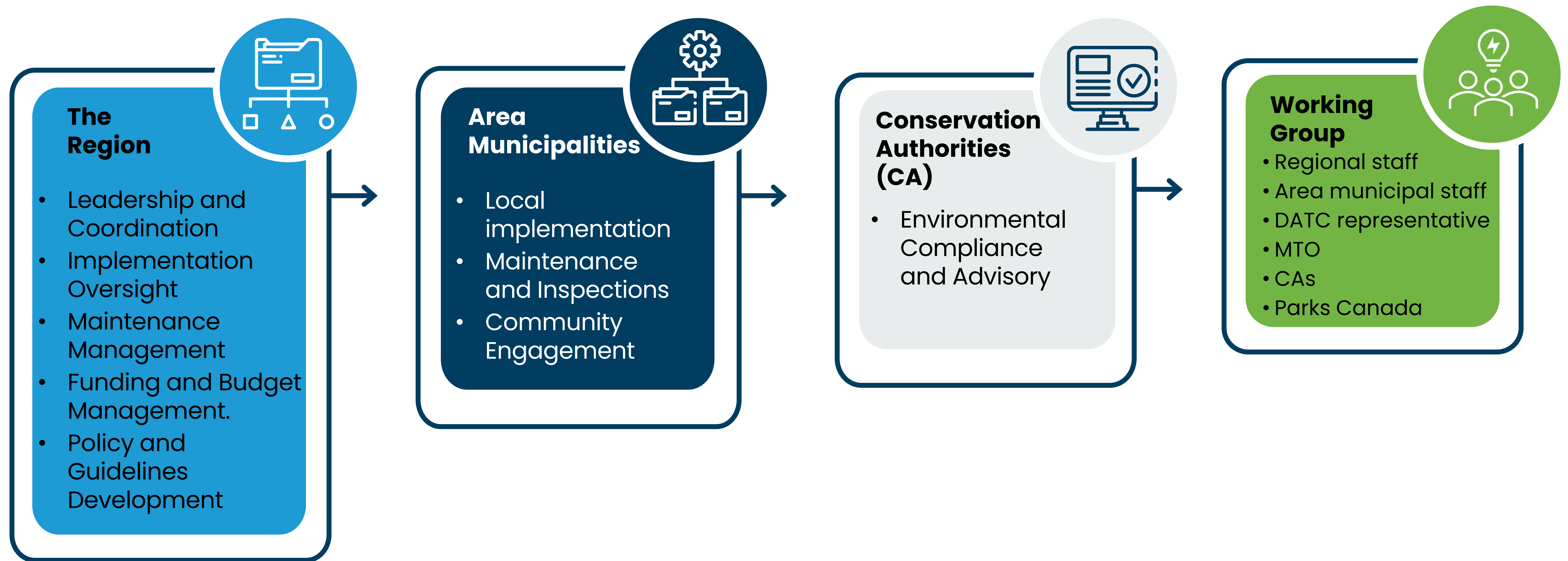
Implementation Plan

Roles and Responsibilities

The strategy outlines the roles and responsibilities for the key stakeholders including:

The Region

- Leadership and Coordination
- Implementation Oversight
- Maintenance Management
- Funding and Budget Management.
- Policy and Guidelines Development

Area Municipalities

- Local implementation
- Maintenance and Inspections
- Community Engagement

Conservation Authorities (CA)

- Environmental Compliance and Advisory

Working Group

- Regional staff
- Area municipal staff
- DATC representative
- MTO
- CAs
- Parks Canada

Maintenance Considerations

Review Timeline and Responsibilities

0 – 4 years		5 – 9 years	10 – 15 years
• Update sign location inventory. • Annual coordination to assess new facility development and destinations. • Annual inspections. • Repair, cleaning, or full replacement as needed.	• Wear and tear maintenance. • General maintenance. • Inspect and maintain signs as needed. • Assess fading through annual review.	• Some signs will need replacing at this stage. • Fabrication or contractor warranty may expire at this phase. • Inspect signs for fading and worn panels. • Inspect welds, fasteners and structural integrity of signs.	• Continue to repair, clean, or fully replace signs as needed. • Replace sign panels, fasteners and brackets, and painted surfaces. • Estimated lifecycle of sign fixtures is 10-15 years.

Considerations

Ongoing Planning and Design

Continuous **assessment and adaption** of the signage system to ensure it remains relevant and effective.

Infrastructure Maintenance

Regular inspections, cleaning, repairs and replacement to ensure the signage remains in optimal condition.

Education and Engagement

Informing and involving the community in the maintenance process, fostering a sense of ownership and pride in the cycling wayfinding signage system.

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Funding Tools and Approach

The funding approach for implementing this system **leverages existing mechanisms** and strategies and **introduces new tools where necessary**, aiming to create an effective model.

Approach:

The Region

- Manage the funding and implementation of cycling wayfinding signage, including maintenance and repair, of on-road cycling facilities on Regional Roads.

Area Municipalities and Other Agencies

- Funding for all other cycling wayfinding signs on the PCN including maintenance and repair would be the responsibility of the area municipalities or other agencies, depending on cycling route jurisdiction.

Implementation Tools:

Joint Procurement Process

- Implement collective purchasing of signage to achieve economies of scale, enhancing cost-effectiveness while maintaining uniform quality and design across the PCN.

Leadership in Grant Applications

- The Region to actively lead in monitoring and applying for grants, optimizing funding opportunities to reduce costs and accelerate the implementation process for all partners.

Memorandum of Understanding (MOU):

- Establishing a MOU between the Region and area municipalities to clarify roles and responsibilities and establish commitment to support cycling wayfinding signage as a joint initiative for installing cycling wayfinding signage on PCN routes.

Conclusion and Next Steps

The Cycling Wayfinding and Signage Strategy provides a clear framework and foundation for the Region and partners of the Primary Cycling Network (PCN) to build upon to help improve cycling wayfinding and navigation of the PCN by bike.

Key Takeaways:

✓ **Enhances connectivity** and strengthens navigation of the PCN

✓ **Identifies additional resources** and support to help implement active transportation navigational elements

✓ **Supports AT mode share** via expanding transportation options for local non-auto trips

✓ **Supports community needs** for improving safety, coordination and commitment to cycling wayfinding

Next Steps:

01 Conduct sign inventory audit

- Helps to document the types of signs that exist so we have a foundation to start from and support with regular monitoring and maintenance.

02 Establish prioritization criteria

- Assists with confirming which existing PCN routes will be prioritized for implementation to maximize the impact of signage.

03 Identify segments for signage roll-out

- Helps determine a schedule for implementation of cycling wayfinding signage on PCN routes.

Thank You

Contact the Project Team:

Please reach out if you have any questions:

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