

## Active Transportation Advisory Group (ATAG)

April 19, 2023 from 3:00 – 5:00 p.m.

Hybrid

Civic Square East, 3<sup>rd</sup> Floor Training Room and Microsoft Teams

### In Attendance

#### Community Representatives:

	Name	Representing
✓	Adam Bue	Cycling
✓v	Graham Corsar	Business Community
✓v	Renata Cosic	Post-secondary
✓v	Lisa Franks	People of all abilities
✓	Derek Friesen	Walking
✓v	Jeananne Klein	People of all ages (senior)
✓v	Jasmine Liska	Resident
✓	Tyler Rittinger	Elementary or high school
✓v	Berenice Romero	Public Transit user
✓v	Kloey Shanay Bells	People of all ages (youth)
✘	Stephanie (Steph) Siemens	Resident
✘	Curtis Standing	Indigenous Community

#### Organization Representatives:

	Name	Representing
✓	Verna Gallen	Walking Saskatoon
✓v	Cora Janzen	Saskatchewan Health Authority
✓	Kelly Klassen	Saskatchewan Government Insurance (SGI)
✓	Alan Otterbein	Meewasin Valley Authority
✓v	Darby Sutherland	Discover Saskatoon
✓	Merlin Toth	Saskatoon Cycles

#### City of Saskatoon:

	Name	Representing
✓	Nathalie Baudais	Active Transportation Program Manager (interim)
✘	Councillor Dubois	
✓	Amanda Lindgren	Public Engagement Consultant (chair)
✓v	Sharon Cybulski	Assistant to the Director of Transportation (recorder)
✓	Michelle Buchko	Senior Transportation Engineer
✓v	Karen Grant	Communication Consultant
✓v	Taryn Crosby	We·Us·Them Consultant
✓v	Ashwin Kutty	We·Us·Them Consultant

✓ = in-person attendance; ✓v = virtual attendance; ✘ = regrets

## 1. Welcome

Amanda Lindgren welcomed everyone to the meeting and acknowledged that we are on Treaty 6 territory and the homelands of the Métis. The City of Saskatoon recognizes the distinct order of government of First Nations and Métis and is committed to maintaining strong relationship through meaningful dialogue. Meeting started at 3:04 p.m.

The meeting was a hybrid meeting with in-person attendance and virtual attendance through Microsoft Teams.

## 2. Review and approve January 2023 meeting minutes

The minutes were approved as circulated. The approved minutes will be posted on the City Active Transportation Advisory Group webpage.

## 3. Project Updates

Nathalie Baudais provided the following updates:

- Cycling Guide  
Incorporated feedback received at the focus group meeting in January. Printed and online versions will be ready in May.
- Clarence Avenue and Main Street Intersection Improvement  
Intersection improvements were presented and approved unanimously at City Council Public Hearing on March 29, 2023. The following improvements will be made:
  - Channelization on Main Street – right turns only onto Clarence Avenue
  - Pedestrian crossing both sides of Clarence Avenue
  - Cyclist signal to allow through movement on Main Street

It was noted the push button for cyclist signal will be on the left to minimize conflict with turning vehicles. Construction is planned for 2023.

Inquiry if there will be an evaluation of the intersection after construction. No follow-up evaluation is planned for this intersection. Anticipate the traffic volumes on Main Street will be reduced.

## 4. Bike Detection Update

Nathalie Baudais provided an overview of the warrant criteria to determine if bike detection is warranted.

Information from various sources were used to develop warrant criteria for the City of Saskatoon. Sources included National Cooperative Highway Research Program (HCHRP), National Association of City Transportation Officials (NACTO), American Association of State Highway and Transportation Officials (AASHTO) and Federal Highway Administration (FHWA).

Bike detection is warranted if one of the following conditions exist:

- Volume – cyclists crossing during peak hour >50, Warrant points > 50,000  
Warrant points = cyclists crossing during the peak hour x vehicles entering during the peak hour
- Collisions – two or more cyclists involved collisions of a type susceptible to correction by bike signals / detection have occurred during a 12-month period within most recent 5-year collision data
- Conflicts - Where there is a protected bike lane / cycle track and right turns exceeds 120 vehicles/hour or left turns exceeds 60 vehicles/hour during the peak hour

Conditions where bike detection could considered include:

- Multi-use pathway, protected bike lane, cycle track or bikeway crosses an arterial street (e.g., 14<sup>th</sup> Street and Clarence Avenue).
- Intersection where protected bike lane and cycle track transitions to a bike lane / shared use on road (e.g., Dudley Street). The City received federal funding to support the construction of the pedestrian and cycling infrastructure on Dudley Street. Construction will take place in 2024.
- Intersection where unique problem exists and is found to be susceptible to correction by the use of bike detection (i.e., obstructed sight lines, safety concerns, etc.).

Inquiry if the collision criteria could be changed to a near miss. Safety concerns are captured in the bicycle detection warrant under the conditions where bike detection could be considered. Safety concerns can be reported on the interactive Report a Traffic Issues map, through the Customer Care Centre or Transportation webmail ([transportation@saskatoon.ca](mailto:transportation@saskatoon.ca)).

An overview of locations that have already been reviewed for bicycle detection was provided.

Michelle Buchko provided an overview of different technologies that can be used to detect bicycles including push buttons, induction loops, and sensors. There was a comment made that children would be a concern as well as climate and snow for induction loops.

There was some feedback about the current push button at Clarence Avenue and 14<sup>th</sup> Street. Some drivers make a right turn across the cyclist path when the bicycle signal is green. These devices are still pretty new in the City and can be unfamiliar for drivers. Additional driver education would be beneficial for the cyclist push button signals.

The City requested feedback on the following questions by May 31, 2023:

- Are there additional locations that should be reviewed for bicycle detection?

Suggestions included Louise and Taylor, Victoria and 8<sup>th</sup> Street, Clarence and 8<sup>th</sup> Street, Hilliard and Lorne, Acadia and 8<sup>th</sup> Street, McKinnon and 8<sup>th</sup> Street, 8<sup>th</sup> Street and Lansdowne, Cumberland and Clarence, Wanuskewin and Arthur Rose, Dundonald and Valley Road.

- Do you have any feedback on the type of detection technology that should be explored in Saskatoon?

Funding is available to install bicycle detection at one intersection pending staff resources.

Suggest that the City review technology used by other cities such as Edmonton that have bicycle detection and how it holds up in winter with snowpack, etc.

Comment that there might be routes that don't meet the volume criteria. Routes could get warranted in a different way (i.e., safety, etc.) even if the volume criteria is not met.

Children are lighter and smaller so they probably wouldn't be picked up with loop detection. Also need to be aware of the material bicycles are constructed so they are detected (not all bikes are metal). Vehicle loop layout is different than what would be used for cyclists. Some municipalities provide a push button as a back-up form of detection if the sensor or loop fails.

## 5. Active Transportation Education Campaign Update from We-Us-Them

Taryn Crosby and Ashwin Kutty from We-Us-Them joined the meeting and provided a presentation on the active transportation education campaign.

Presentation highlights included:

- Background
  - Public perspective – fear of cycling on streets due to unsafe roads
  - Cycling is thought of as an activity for select group of people
  - Perceived to be a 'gate-kept' activity
- Main concerns
  - Safety – perceived as unsafe due to lack of protected bike lanes and fear of aggressive drivers
  - Practicality – lack of protected bike lanes and unfamiliarity with comfortable routes
- Messaging
  - Appeal to emotions and not feel educational, humanize, normalize
- Unite in commuting – One Road, Different Modes
  - Themes
    - Acknowledge and embrace difference between commuters
    - Unify using an open arms approach

- Humanize commuters on both sides
- Use a cheeky tone and honest approach to make the strategy memorable and relatable
- Seek to foster a united community of road users and entice behavioural change
- Goal - Safer and more harmonious environment on the roads
- Strategic approach
  - Two-year strategy
  - Educational and experiential approach
  - Constant promotional material on social media platforms and traditional media channels
  - Goal
    - Increase the number of active transportation users
    - Foster a unified community of road users
- Creative approach
  - Ads showing cyclists and motorists working together
  - Honest messaging that acknowledges the divide between motorists and cyclists/pedestrians
  - Message of unity
  - Example of a billboard with emojis, steering wheel, shaking hands and bike helmet
    - Creates curiosity, keep it simple
  - Experiential activations
- Media approach
  - Radio 10%; digital 14%, out of home (vehicle wraps, billboards) 20%; social media 56%
  - Use combined approach to reach conversion with target users

Appreciation was extended to Ashwin and Taryn for the presentation.

Committee members discussed the strategies and provided the following feedback:

- Feels positive.
- Don't think drivers will see the relationship. It doesn't explain the relationship as much as it needs to.
- Next level secondary messages are an important part of the process.
- Like the working together approach. Collaborative approach is the right approach.
- Like the simplicity.
- Don't see the correlation in the billboard.
- Need develop another set of messages (going to create more parking, reduce traffic, transit better, etc.).
- Reality of slowing down to let someone cycling have space on the road, what time does it cost, put in real time what it takes to pass cyclist.
- Need more detail in social media.

- Emojis look like work zone safety campaign.
- Reinforces stereotypes (urban elite).
- Newcomers may not identify with the images.
- Work needs to be well done in apps; Next Door is perceived by some to be neighbourhood complaint. Walkers and cyclists use the Strava app. Others use Fitbit.
- Do we need Rider hat on the driver?
- Secondary level of messages will be important.
- Honest message - smiling emoji may not be perceived as honest.
- Flip the tag line to Different Modes, One Road.
- Not fan of the emojis – leaves out pedestrians and all ages and abilities.
- Maybe potential for multiple emoji boards with different representations of different active transportation users.
- Emojis are so ubiquitous now, everyone is familiar with them. A series of emojis that reflect the various transportation modes – perhaps in pairs that don't necessarily include cars (walker and wheelchair, scooter and bike, etc.).
- Make the campaign more local showing person in neighbourhood with experiential activation.
- Suggest having active transportation takeover (closing street on Sunday to promote the campaign).
- Excludes pedestrians as an active transportation mode.
- Don't think the slogans are powerful enough to generate any sort of "emotion" in drivers to think about how cyclists and pedestrians feel.
- It's not only a matter of time but thinking about the conditions that the cyclist/pedestrian experience. Imagine someone trying to cross a busy street on a rainy or cold day. Drivers are sitting comfortably, probably with heating on, and on the other side you have a person dealing with icy roads, narrow sidewalks, and other conditions. It would be nice to remind drivers that slowing or stopping to let someone cross the road does not expose them to harsh weather conditions.
- Have you considered asking hardcore drivers what it would take to change their mind about cyclists?
- Regarding the "contests" or experiential initiatives, it would be nice to design circuits that can be done by various modes of active transportation (walking or even bus), not just bikes.
- Keep high level branding interesting and fun (like the "pain in the asphalt" signs, then get more detailed in the secondary level messaging.
- One road may be interpreted as tailored for drivers and cyclists. Some felt that it didn't capture pedestrians. Others suggested that "street" may be better than "road" for intent, but they liked how "road" rhymed with "mode".

Please provide your feedback by April 24 to Nathalie or Amanda.

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## **6. Next Steps and Closing**

The next meeting will be the last meeting for this year. Community representatives can stay on the committee for the 2023-2024 term. Organizations will identify the representative for their organization. Please let Amanda or Nathalie know if you are interested in serving another term on the committee.

The next meeting will be on June 8 from 12:00 – 2:00 p.m. at the Meewasin office. There will be a lunch followed by a short wrap-up meeting and field trip. Meewasin meeting room is equipped for hybrid.

## **7. Adjournment**

Amanda thanked everyone for their participation. Meeting adjourned at 5:00 p.m.

