

City of Mississauga Memorandum



Date: August 5, 2021

To: Chair and Members of Mississauga Cycling Advisory Committee

From: Matt  a Turco, Active Transportation Coordinator

Meeting date: August 10, 2021

Subject: **Share the Trail Campaign**

Background

The City of Mississauga frequently receives concerns from residents regarding conflicts between pedestrians and cyclists using the City's shared trail network.

In response to the observed increase in the use of shared trails due to COVID-19 restrictions, Staff developed a Share the Trail campaign in 2020 as a way to educate residents on safe and courteous trail use.

Campaign Messaging

In June 2020, City of Mississauga Staff developed a list of trail etiquette messages based on research from surrounding municipalities. Staff were careful to tailor Share the Trail messaging to the specific concerns of Mississauga residents.

Campaign Elements

The Share the Trail campaign featured both online and in-person components. The online portion of the campaign was rolled-out through the City's Twitter and Facebook social media channels, a media pitch, and e-newsletters that were sent to various City email subscription lists. A Council Corner article was also published so City Councillors could share trail etiquette messaging with residents in their ward.

The in-person component of the Share the Trail Campaign included implementing pilot signage on the trail systems and collecting feedback from residents. Pilot signs were installed at 25 locations within the Lake Aquitaine and Lake Wabukayne trail systems, and a Share the Trail webpage was created to collect feedback on the signage. Once COVID-19 gathering restrictions were lifted, the City's Bike Ambassadors set up pop-up booths along the trail to engage with residents, collect feedback, and provide education material related to the Share the Trail Campaign.

Signage Development and Installation

Three key messages were identified as most appropriate for the signage portion of the campaign: Slow down when passing; Use your bell; and Stay right, pass left.

City of Mississauga staff developed signage to highlight the three key messages. The graphics developed were designed to bear a resemblance to the City's existing Wayfinding signage and to be consistent with Mississauga Park Signage Guidelines. By late August 2020, the signage was finalized and approved by MCAC, Councillor Fonseca, and Councillor Saito.

In early October 2020, the City installed the Share the Trail signage as shown in *Figures 1 and 2* below along the Lake Wabukayne and Lake Aquitaine Trail systems.

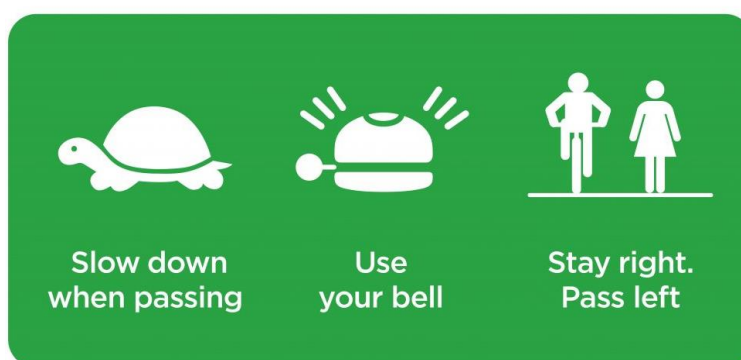


Figure 1: Share the Trail signage highlighting three key messages.



Figure 2: image of the sign installed along the trail.

Share the Trail Survey

In November of 2020, a Share the Trail webpage and feedback tool was created on the Mississauga Bikes website. The brief survey encouraged residents to provide comments on the design and practicality of the pilot signage as well as share any concerns they felt should be addressed to ensure residents respectfully shared the trail.

In order to promote the new trail signage and increase the amount of feedback received from residents, City staff promoted the pilot signage and survey on social media and set up pop-up booths along the signed trails around Lake Aquitaine and Lake Wabukayne to engage with the community as they used the trails. The following information is a summary of the feedback received by the City during the engagement period.

Survey Results

For an eight (8) month period, feedback was collected from residents and a total of 137 responses were received. As shown in Figure 3 below, the majority of survey respondents indicated that the messages on the sign were easy to understand.

Do you find the messages on the sign easy to understand?

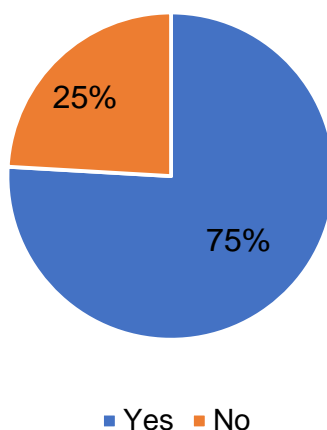


Figure 3

Seven of the responses noted that the turtle symbol was confusing and thought it indicated a turtle crossing. Some residents noted that the image on the far right of the sign was unclear if looked at without the text.

Another question on the survey asked if the most important share the trail messages were included on the sign, and respondents largely agreed, as is seen in Figure 4 below.

Do you believe these are the three most important messages to have included on the sign?

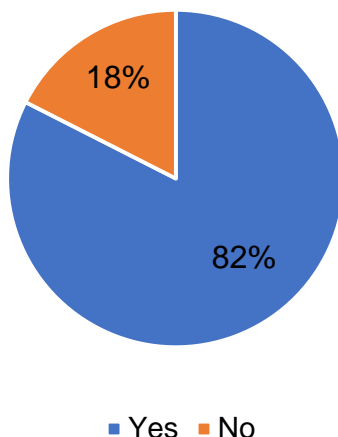


Figure 4

The most consistent concern residents raised was that the signs were hard to notice. Many of those surveyed indicated that the sign should be larger so that it would be more noticeable. A few respondents noted that larger text would be especially helpful for the signs to be legible for older adults and those visually impaired. Additionally, residents also recommended that signs be installed at eye level.

A common suggestion residents made to improve trail etiquette was to pair pavement markings with the signage. Feedback indicated that markings delineating the centre of the path and directional arrows along the trail would be helpful to remind trail users to keep right.

All resident feedback will be taken into consideration; however, not all feedback can be incorporated due to signage and Accessibility for Ontarians with Disabilities Act (AODA) standards and requirements.

Next Steps & Timeline

Active Transportation staff will be responsible for coordinating any changes to the sign design based on feedback received through the pilot process. The signage will then be available for implementation at additional locations. Responsibility for future Share the Trail requests and installations will be handed over to Parks, Forestry and Environment staff.