

Community Services and Operations Committee
Comité des services communautaires et des opérations

Agenda 4
Ordre du jour 4

Wednesday, February 9, 2000 - 9:15 a.m.
Le mercredi 9 février 2000 - 9 h 15

Victoria Hall, First Level
Bytown Pavilion, City Hall

Salle Victoria, niveau 1
Pavillon Bytown, hôtel de ville

**Confirmation of Minutes
Ratification des procès-verbaux**

Minutes 3 (January 26, 2000)
In-Camera Minutes 1 (January 26, 2000)

Procès-verbal 3 (Le 26 janvier 2000)
Procès-verbal 1 huis clos (Le 26 janvier 2000)

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Councillor/Conseiller Stéphane Émard-Chabot, Chairperson/Président

Councillor/Conseillère Inez Berg, Vice-Chairperson/Vice-présidente

Councillor/Conseillère Elisabeth Arnold

Councillor/Conseillère Diane Deans

Councillor/Conseiller Allan Higdon

Councillor/Conseiller Shawn Little

LZF

January 25, 2000

ACS1999-PW-LTB-0063
(File: TYC3100/0110)

Department of Urban Planning and Public
Works

Ward/Quartier
OT5 - Bruyère-Strathcona

- Community Services and Operations
Committee / Comité des services
communautaires et des opérations
 - City Council / Conseil municipal
- Information

1. Cycling - Supervised Bicycle Parking - 1999 Operations

Cyclisme - Stationnement pour bicyclettes surveillé - opérations pour 1999

Information

The Supervised Bicycle Parking facility has finished its third year of operation. This year, it was operated from May 22 to September 5, 1999, (Victoria Day Weekend to Labour Day Weekend). It was open seven days a week, with staff on duty from 8:30 a.m. to 5:30 p.m. The facility was moved from the former George Street location to the William Street Mall, a decision which proved advantageous for the project.

Use of the facility nearly doubled in 1999 over that in the previous year. The facility was open slightly longer (opening earlier in the season), however, the figures for the comparable periods show higher usage in 1999 overall. Details on use are given in **Document 1 - Supervised Bicycle Parking - 1999 Operations**.

In addition to the relocation, several other changes were made to the facility in response to comments from the business improvement associations. Specifically, the kiosk was redecorated and new, decorative fencing was installed around the area. An ongoing consultation process has been established with the business community, Markets Administration and Cycling Committee through a Supervised Bicycle Parking Design Committee.

Costs for the 1999 season include the one-time capital purchases for fencing and kiosk improvements. Staff costs remained comparable to the previous year. Advertising costs reflect the increased promotional campaign that was mounted this year. Revenues from users helped to offset the costs but continue to be significantly less than the net (operating and capital) costs. Details on costs/revenues are given in **Document 1**.

The Ottawa Cycling Advisory Group strongly supports the project and it is the intent to continue to provide this service at the same location (William Street Mall) in 2000. In order to improve the service to the public, staff are investigating an expanded range of information services which could be offered at the facility. The possibility of working with the Markets Administration in the provision of information is being explored. This improvement would greatly enhance the public service component of this project.



January 27, 2000 (1:39p)

Edward M. Robinson
Commissioner of
Urban Planning and Public Works

DH:lf

Contact: Daphne Hope - 244-5300 ext.1-3225

List of Supporting Documentation

Document 1 - Supervised Bicycle Parking - 1999 Operations

Part II - Supporting Documentation

SUPERVISED BICYCLE PARKING - 1999 OPERATIONS

Document 1

The Supervised Bicycle Parking facility was operated from May 22 to September 5, 1999, (Victoria Day Weekend to Labour Day Weekend). It was open seven days a week, with staff on duty from 8:30 a.m. to 5:30 p.m. Daily use rates were set at \$1.00 for visits up to three hours and \$2.00 for visits of more than three hours. A monthly pass was offered for \$10.00.

Operating Summary

The results of the 1999 operating season are summarized in **Table 1 - Supervised Bicycle Parking - 1999 Operations Summary**.

The total number of users (bicycles parked) this year was 1,756. This represents a significant increase over the 1998 figure of 995. The 1998 operation ran from July 11 to September 13. If one compares the same approximate time period (1998/**1999**) the figures are still higher for 1999 (995/**1,257**).

In terms of the patterns of use, the trends are fairly consistent between the two years. Weekend use continues to be the highest, with Sunday being the most popular day. The peak time for visitors is mid-morning to early afternoon (10:45 - 1:00). Late afternoon usage (3:15 - 5:30 p.m.) is consistently low. In surveys of users, 67% indicated that they would like to see extended hours - preferably in the evening. It is possible that the use in the late afternoon is low because users realize that the attendant is off duty at 5:30 p.m. and therefore do not wish to leave their bicycles unattended should they stay longer.

Conclusions

The Supervised Bicycle Parking facility has benefited from a higher visibility location, more pass-by traffic and familiarity with the service offered. Despite the continuing low use rates for late afternoon, users continue to suggest that evening operation would be appreciated. Staff will review the demand and consider whether to extend the hours of operation.

Consultation

In response to concerns about the appearance expressed by the Rideau BIA and the ByWard Market BIA in previous years, a Supervised Bicycle Parking Design Committee ("Design Committee") was established to assist with decisions about the physical appearance of the compound. This committee met several times over the spring and summer to review proposals about the structure and the operations. They provided a direct sounding board to the businesses in the immediate vicinity of the facility.

In addition, the Education Subcommittee of the Ottawa Cycling Advisory Group (OCAG) reviewed all proposals and provided comment on the operation of the facility.

Table 1 - Supervised Bicycle Parking - 1999 Operations Summary

MONTH	WEEK	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.	TOTAL BIKES/ WEEK	TOTAL WEEKEND	TOTAL BIKES/ MONTH
MAY	2	---	---	---	---	---	9	38	5 10	47 38 55	155
	3	1	0	0	2	2	15	23			
	4	4	0	1	0	5	17	38			
JUNE	1	3	3	6	2	7	22	26	21 28 45	48 65 97	344
	2	8	2	9	2	7	28	37			
	3	7	7	9	12	10	61	36			
	4	0	13	27							
JULY	1	---	---	---	71	26	41	35	137 41 68 76 57	76 66 35 54 50	620
	2	5	4	15	12	5	13	53			
	3	11	20	14	13	10	7	28			
	4	10	17	10	25	14	17	37			
	5	13	14	10	13	7	15	35			
AUGUST	1	24	18	14	12	12	31	4	80 56 61 69 25	35 70 70 68	534
	2	15	17	6	11	7	20	50			
	3	6	6	10	16	23	26	44			
	4	12	15	19	11	12	26	42			
	5	14	11								
SEPT.		---	---	15	6	9	28	45	30	73	103
DAY TOTALS		133	147	165	208	156	376	571			
									SUMMER TOTAL		1,756

The recommendation to relocate the facility from its previous site on George Street to the William Street Mall location came from a member of the Design Committee following their first meeting in the spring. While some concerns were initially expressed, this location proved advantageous from a visibility point of view. General agreement on the suitability of the location was expressed by the Design Committee at the end of the summer.

Staff met individually with owners/managers of the businesses fronting on the William Mall to discuss their concerns. These focussed specifically on the appearance of the facility. Efforts were made to address these concerns by redecorating the kiosk, installing decorative fencing and providing flower pots. No objections or negative comments were received during the course of the summer regarding the appearance of the facility.

Comments from the Design Committee at the end of the summer indicated a general level of satisfaction with the operation of the facility, however, the appearance of the kiosk is still a matter of concern. This will need to be addressed in the upcoming season.

A survey of users was undertaken at the facility throughout the season. A summary of the responses received is given in **Table 2 - Supervised Bicycle Parking Survey Results**.

Conclusions

The consultation process is working well - offering direct contact with businesses and key stakeholders. Continued feedback from users and neighbours is key to improving the service offered.

Promotion

The City undertook an aggressive promotional campaign this year beginning with an advertisement on the City page in community papers in May, 1999. A flyer was provided to the Rideau Area Business Improvement Association for distribution to their 500 member businesses. The flyer was also hand-delivered to the businesses in the immediate vicinity of the facility. It was also available at the exit (attendant's booth) of the two City-operated parking garages.

Advertisements were placed in "Better Bicycling", produced by Citizens for Safe Cycling with a distribution of approximately 12 - 15,000 (available in late July) and in the Ottawa Bicycle Club "Spokesperson" with a distribution to approximately 750 households (late July).

Notice of a monthly pass was hand-distributed to all businesses in the vicinity of the facility. In addition, letters, including the promotional flyer, were sent to the Ottawa Tourism and Convention bureau and the National Capital Commission visitor centres.

Staff attended the ByWard Market Showcase held April 27, 1999, in the ByWard Market Building. A display announced the opening of the facility and provided information on the 1999 operation. Invitations were issued to 350 ByWard Market businesses, 300 standholders

and Market residents.

Table 2 - Supervised Bicycle Parking (SBP) Survey Results - September 6, 1999

	CONCLUSIONS:
88% of people using facility are from Ottawa	75% of SBP users list shopping or restaurant as their purpose while using the facility.
27% of users list restaurant as their destination	
48% of people using facility go shopping	It would likely be beneficial to both parties if SBP offered promotional coupons/discount for local businesses.
20% of users list pleasure/tourist attraction as the purpose of their trip while using SBP	
62% of users say they definitely would use promotional discounts offered	
4% of users say they definitely would not use discounts	
35% of users say they "might" use promotional discounts offered	
71% of users say they found out about SBP by noticing it as they passed by	The print ads may be unnoticeable, potential SBP users do not read the newspaper in which the ad is printed, or the ad may be insignificant in their decision to use the facility.
21% of users noticed the print advertisements	
60% of SBP users say they would be willing to pay more for the cost of using the facility	It may be feasible to increase the user fee to \$2 for 3hrs or less to help offset the cost of operations.
72% of these users say \$2 for 3 hrs or less would be acceptable	
60% of users say they would not use the monthly parking pass	Of these people, 50% say it is due to their infrequent trips to the market area.
81% of users say they would like similar facilities in other locations	Locations suggested: Bank - 4 times, Mooney's Bay - 2 times, near Parliament, Sparks St. Mall, Dow's Lake, Elgin St - 4 times.
70% of users say they would like to see extended hours of operation	
100% of users say they will use the facility again	
100% of users say they will recommend it to friends	

The official launch was held June 18, 1999. Notice of the official launch was sent to all media (print, radio and TV). Both television and radio coverage of the event resulted in further exposure of the facility to the general public.

Conclusions

Despite this extensive promotion, a survey of visitors to the facility indicated that the majority (71% of users) noticed it as they passed by. Only 21% of users noticed the print advertisements. Of the users, 100% indicated that they would use it again and 100% noted that they would recommend it to friends. This would seem to indicate that despite the extensive print media coverage, the high visibility of the facility was its best advertisement.

Equipment/Physical Appearance

Based on comments received in previous years, staff replaced the metal crowd control barriers with decorative fencing - identical to patio fencing already used by restaurants on the William Mall. The effect was to better integrate the compound with its surroundings.

The attendants' kiosk was redecorated with a canvas awning attached to the superstructure to conceal the (non-functioning) air conditioning unit on the roof. A decorative band (including bicycle logos) was attached around the structure. Flower pots were placed along the William Mall pedestrian walk side. The utility box situated within the compound was repainted to cover the graffiti as were the bollards. The bicycle racks remained the same.

The flower boxes, although enhancing the aesthetics of the facility, required daily care and could detract from the appearance if allowed to deteriorate.

Costs/Revenues

A breakdown of the costs/revenues is given below in **Table 3 - Supervised Bicycle Parking - 1999 Summary of Costs/Revenues**. This program is funded from the Comprehensive Cycling Plan Account.

Table 3 - Supervised Bicycle Parking - 1999 Summary of Costs/Revenues

The costs related to this project may be broken into the following categories:

Staffing	13,600
Equipment and materials	10,000
Set-up / Take-down	200
Promotion	900
<hr/>	
Total Operating and Capital	24,700
Revenues	1,900
Net Costs	(22,800)

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January 26, 2000

ACS2000-CM-BUS-0002
(File: ACS1300)

Department of Community Services

Ward/Quartier
OT10 - Alta Vista-Canterbury

- Community Services and Operations
Committee / Comité des services
communautaires et des opérations

Information

2. Billings Estate Museum Progress Report

Rapport sur le progrès du Musée du domaine Billings

Information

As a result of the 1998 budget cuts of 31% to the Billings Estate Museum, the Program underwent a review of its operation in an effort to determine how best to serve the public and fulfill its mandate. Interests have been expressed by the community and members of Council regarding the impact of the changes and the current management and programming of the Museum.

Organizational Structure:

The Museum was part of a re-organization of the Department of Community Services that saw the formation of the new Arts and Heritage Division. Part of this restructuring consolidated the various heritage functions. With this realignment, the Chief of Arts and Heritage assumed overall responsibility for the Billings Estate Museum. The Heritage Consultant assumed responsibility for the daily operation of both the Billings Estate Museum and the Heritage Programmes Unit. Assisting the Heritage Consultant with the daily programmes and events at the museum is the Interpretation/Education Officer. The Museum's part-time Collections Officer works with the Chief of Arts and Heritage to ensure the preservation and conservation of the various three-dimensional historical collections in the City's trust.

Museum Programming:

Following are some of the programming highlights and successes at the Billings Estate Museum over the past year:

- Even though the Billings Estate Museum is now closed to the public between November 1 and April 30, it has actually increased the number of hours opened to the public. The museum has been able to do this by being open to the public six days a week between May 1 and October 31, between noon and 5 p.m.

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- The Museum has been able to maintain its scope of public program. Sixty-nine (69) interpretation and educational programs were delivered over a six month period, including special events, group tours, public workshops, seminars, lectures and school tours.
- The Museum is dependant on a team of dedicated and qualified volunteers. In 1999 there were 15 volunteer tour guides who provided the museum with approximately 300 hours of programming support. The Volunteer Tour Guide Program offered seven different training sessions to the volunteers in 1999.
- The Facility Rental Program at the Museum has been a success in the past year. This program provides further public use of the facility, and increased public exposure while bringing in revenues.

The result of these programs has been an increase in attendance:

	1998	1999
Programming attendance:	5577	6728
Facility rental attendance:	3000	4137
Park/grounds use attendance:	5000	5000
Total Attendance:	13577	15865

The museum also generated a record high revenue income of \$35,045.00.

Outreach Program and Promotion Activities:

Outreach events are also considered an important opportunity for the museum to increase its public profile through public exposure and by developing working relationships with the community, groups and clubs. In 1999, the Billings Estate Museum participated in eight outreach events.

Additional promotional activities in 1999 included the redesigning of the Billings Estate brochure. The new post card format museum brochure was distributed to the NCC Visitor Centre, Ontario Tourism Visitor Centres, museums, galleries, hotels, the Airport and the Train Station. It was also distributed to specific Ottawa area neighbourhoods.

Other tourism accomplishments included the “Velocity Advertising” with the financial support of the Association of The Friends of Billings Estate Museum. It consisted of advertisement on bicycle racks at five prime downtown locations for the promotion of the Billings Estate Museum and Tea-On-The-Lawn activity. These attractions were also listed on the NCC infoCentre kiosks and through TouchNet at the Airport and the Train Station.

Community Support:

Community support of the Museum continued to be strong. Staff have been working closely with the Association of Friends of the Billings Estate Museum to improve and enhance service to the public. The Friends have extended their Tea-on-the-Lawn service, which greatly enhances the Museum experience, to five days a week. They have also been successful at obtaining funding grants to support museum programs. Support, in the form of program partnerships, has also come from community groups such as the Alta-Vista Community Association, the Antique Automobile Club of Ottawa, the Master Gardeners of Ottawa, the Ottawa Storytellers, and Salamander Theatre.

Heritage Collection:

Highlights and accomplishments in the area of collections management include:

- The financial appraisal of the collection for insurance purposes continued; during the year, 425 artifacts were appraised.
- 15 objects were added to the Museum's collections in four separate donations, including an 1817 book that contains an autograph comment by original settler Lamira Dow Billings.
- The artifact collection records are being automated using the Heritage Sentinel software programme for collections management. Four hundred (400) records were input in 1999, bringing the total to 40% of the collection.

Summary:

The Museum came through a period of adjustment in 1998 and 1999. Staff were able not only to maintain the museum operation, but also enhanced program through marketing strategies and partnership initiatives. One of these new initiatives for the coming season is the redesign and reconstruction of the grounds interpretive panels made possible through a provincial grant application from the Association of the Friends of Billings Estate Museum. The Museum will continue to provide heritage program to the community and provide a full calendar of activities for the whole family.



January 26, 2000 (12:34p)

Janette Foo
Commissioner of Community Services

LRB:kk

Contact: Louise Roy-Brochu - 244-5300 ext. 1-3789

Financial Comment

This report is for information purposes only and has no financial implications.



January 26, 2000 (3:35p)

for Mona Monkman
City Treasurer

ML:cds

January 25, 2000

ACS2000-PW-ENG-0003
(File: FGT3000/2000)

Department of Urban Planning and Public
Works

Ward/Quartier
City Wide

- Community Services and Operations
Committee / Comité des services
communautaires et des opérations
 - City Council / Conseil municipal
- Action/Exécution

3. Sidewalk Rehabilitation Program - 2000 Capital Budget

Programme de réfection des trottoirs - Budget des immobilisations de 2000

Recommendations

1. That the stand alone rehabilitation projects shown above the cut-off line in Document 1 and estimated to cost \$250,000.00 gross, be approved for 2000 within the funds provided for sidewalk rehabilitation.
2. That if the individual projects cost less than estimated, the savings from those projects be returned to the 2000 Sidewalk Rehabilitation Program to enable the monies to be applied to projects below the cut-off-line.



January 25, 2000 (3:07p)

Edward Robinson
Commissioner of Urban Planning and Public
Works

RB:cd

Contact: Roddy Bolivar - 244-5300 ext. 1-3181



January 28, 2000 (3:02p)

Approved by
John S. Burke
Chief Administrative Officer

Financial Comment

Subject to City Council approval, funds are available in Capital Project 20082700 (2000 Sidewalk Reconstruction Program) as follows:

Project	Gross	RGC
20082700 Sidewalk Rehabilitation Program Transfer to	\$400,000	\$400,000
20082000 Road and Sewer Program	(150,000)	(150,000)
20082700 Sidewalk Rehabilitation Program Balance	\$250,000	\$250,000



January 25, 2000 (2:07p)

for Mona Monkman
City Treasurer

JG:cds

Executive Report

Reasons Behind Recommendations

City Council at its budget deliberations of January 17, 2000 approved funds in the amount of \$400,000.00 to undertake a program of sidewalk rehabilitation in 2000. \$150,000.00 of the program is required to be coordinated with sidewalk needs in the projects undertaken in the road and sewer program. The remaining \$250,000.00 will be used to undertake a rehabilitation of sidewalk needs outside of the projects represented in the road and sewer program.

Recommendation 1

The sidewalk rehabilitation projects which are being recommended for approval as a stand alone program are those with the highest level of need from the Department's needs list City-wide, exclusive of those projects which will be completed under the road and sewer program. They are listed in order of priority based on sidewalk needs criteria, funding limitations, and the need for coordination of works.

Recommendation 2

Early tendering, economic conditions and other factors may contribute to favourable bid prices and resulting savings. If this occurs, additional projects below the cut-off line could be selected where they fit within available funding and coordination can be achieved. This recommendation will preclude the Department from having to return to Committee and Council for further authorization to complete projects listed below the cut-off line.

Economic Impact Statement

The \$200,000.00 Sidewalk Rehabilitation Program will generate in the order of 7 person years of employment throughout the economy, of which 3 person years would be direct construction jobs.

Sources: Based on Statistics Canada's Input-Output Model - 1994

Environmental Impact

The proposed rehabilitation and capital projects included in this report are subject to the Provincial Class Environmental Assessment (EA) Process. All proposed projects appear to be "Schedule A" undertakings under the Class EA Process. Therefore, the recommendations for the proposed projects fall within the MEEP Automatic Exclusion List Section I Items (G) and (J).

Consultation

Meetings have been held with the various utilities and agencies concerned with the coordination of infrastructure works, and the projects presented in Document I represent the results of coordinated effort.

The Department does not consult directly with the public during the preparation of the proposed list of projects, although issues generated by the public (complaints, requests for works, safety issues, etc.) do form part of the overall priority setting and needs analysis process. Once the project lists are approved, residents on affected streets or in the vicinity of projects will be notified of the works.

Disposition

Urban Planning and Public Works Department

- Administer tendering processes
- Award projects by way of Delegated Authority
- Notify affected government and utility agencies and all abutting homeowners about the works.
- Undertake works.

List of Supporting Documentation

Document 1 2000 Sidewalk Rehabilitation Program - Stand Alone Projects

Part II - Supporting Documentation

2000 Sidewalk Rehabilitation Program - Stand Alone Projects

Document 1

No.	Street	Side	From	To	Length (M)	Cost (\$1,000)	Cum. Cost (\$1,000)	Remarks	Ward
1	Fisher	W	Emperor	Shillington	134	21	21	Requested by Carlington Community Safety Audit.	OT8
2	Fisher	W	Shillington	115m N/Shillington	115	31.1	52.1	Requested by Carlington Community Safety Audit.	OT8
3	Richmond	N	Croydon	Assaly	298	55.1	107.2		OT1
4	Richmond	N	Assaly	Regina Lane	112	24.9	132.1		OT1
5	Nepean	N	90m W/Metcalfe	Metcalfe	90	15.7	147.8		OT6
6	Belmont	N	Bank .	Willard	64	11	158.8	Includes spot repair on Bank at Traffic Lights.	OT9
7	Belmont	N	Willard	Fairbairn	68	11.2	170	Steep X-Fail.	OT9
8	Belmont	N	Fairbairn	Bellwood	56	5.7	175.7	Steep X-Fail.	OT9
9	Smyth	N	St. Laurent	40m W/St. Laurent	40	6.8	182.5		OT10
10	Smyth	N	210m W/Alta Vista	Transitway	120	17.4	199.9		OT10
11	Discontinuous Repairs		City-Wide		350	50	249.9		
CUT OFF LINE FOR ALLOCATED FUNDS (\$250,000) -----									
12	King Edward N/L.	N	120m E/Sussex	Sussex	120	22.8	272.7		OT5
13	Carling	N	Island Park Drive	Holland	58	11.1	283.8		OT7

January 25, 2000

ACS2000-PW-ENG-0004
(File: FGT3000/2000)

Department of Urban Planning and Public
Works

Ward/Quartier
City Wide

- Community Services and Operations
Committee / Comité des services
communautaires et des opérations
- City Council / Conseil municipal

Action/Exécution

4. Road and Sewer Construction Program - 2000 Capital Budget **Programme de construction des routes et des égouts - Budget des** **immobilisations 2000**

Recommendations

1. That the road and sewer projects shown above the “cut-off line” in Document 1 and estimated to cost \$16,912,000.00 gross, be approved for 2000 within the funds provided for sewer and road construction.
2. That if individual projects in the 2000 Road and Sewer Construction Program cost less than estimated due to design economy, favourable bid prices or economy in actual construction, the savings from those projects be returned to the 2000 Road and Sewer Construction Program to enable the monies to be applied to projects below the cut-off line.



January 26, 2000 (8:22a)

Edward Robinson
Commissioner of Urban Planning and Public
Works

RB:cd

Contact: Roddy Bolivar - 244-5300 ext. 1-3181



January 28, 2000 (2:59p)

Approved by
John S. Burke
Chief Administrative Officer

Financial Comment

Subject to City Council approval, funds are available in Capital Project 20082000 (2000 Road and Sewer Program - \$16,612,000) , 20082700 (Sidewalk Reconstruction - \$150,000) and account 20085640 (Roadway Modification - \$150,000) as follows:

Project	GROSS	RGC	RSM	RMOC
20082000 2000 Road and Sewer Program	16,612,000	6,412,000	9,200,000	1,000,000
Transfer from: 20082700 Sidewalk Reconstruction	150,000	150,000		
20085640 Road way Modifications	150,000	150,000		
Revised: 20082000 2000 Road and Sewer Program	16,912,000	6,712,000	9,200,000	1,000,000



January 25, 2000 (2:28p)

for Mona Monkman
City Treasurer

JG:cds

Executive Report

Reasons Behind Recommendations

City Council at its budget deliberations of January 17, 2000 approved funds in the amount of \$7,412,000.00 for Road Rehabilitation and \$9,200,000.00 for Sewer Rehabilitation to undertake a program of repair, replacement and/or construction of sewer and roads in 2000.

In addition, approved funds from the Sidewalk Rehabilitation Program (\$150,000.00) and for Roadway Modifications Associated with Road Program (\$150,000.00) will be coordinated with projects in the Road and Sewer Program.

The total of all approved funds is \$16,912,000.00.

Recommendation 1

The road and sewer projects identified in Document 1 have been formulated in accordance with the Department's priority rating criteria, taking into consideration the present level of funding available from various sources and coordination with other utilities. The total estimated cost of the projects shown above the "cut-off line" is equal to the approved funding.

Recommendation 2

In the past few years, due to the Department's early tendering process and the state of the construction market, favourable bid prices have been obtained on a number of construction projects resulting in savings to the City. If this trend continues and savings are realized, additional projects from below the cut-off line could be selected where they fit within available funding and coordination can be achieved. This recommendation will preclude the Department from having to return to Committee and Council for further authorization to complete projects listed below the "cut-off line" should savings be realized.

Economic Impact Statement

The \$16,912,000.00 Road and Sewer Program will generate in the order of 450 person years of employment throughout the economy, of which 195 person years would be direct construction jobs.

Source: Based on Statistics Canada's Input-Output Model - 1994

Environmental Impact

The proposed rehabilitation and capital projects included in this report are subject to the Provincial Class Environmental Assessment (EA) Process. All proposed projects appear to be "Schedule A" undertakings under the Class EA Process. Therefore, the recommendations for the proposed projects fall within the MEEP Automatic Exclusion List Section 1 Item (G) and (J).

Consultation

Meetings have been held with the various utilities and agencies concerned with the coordination of infrastructure works, and the projects presented in the attached Documents represent the results of coordinated effort.

The Department does not consult directly with the public during the preparation of the proposed list of projects, although issues generated by the public (complaints, requests for works, safety issues, etc.) do form part of the overall priority setting and needs analysis process. Once the project lists are approved, residents on affected streets or in the vicinity of projects will be notified of the works.

Disposition

Urban Planning and Public Works Department

- Administer tendering processes

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- Award Projects by way of Delegated Authority
- Notify affected government and utility agencies and all abutting homeowners about the works.
- Undertake works.

List of Supporting Documentation

Document 1 2000 Road and Sewer Construction Program

Part II - Supporting Documentation

2000 Road and Sewer Construction Program

2000 PROPOSED ROAD AND SEWER PROGRAM

No.	Type	Street	From	To	Gross	Cum	Remark	Ward
1	R/S		Integrated Inventory Management System (IIMS)		\$450	\$450	Assessing the condition of the City's road and sewer systems.	
2	R/S		Unallocated (Pre-Engineering)		\$125	\$575	Advance geotechnical, environmental, surveying, etc...information	
3	R/S		Post-Engineering		\$125	\$700	Post construction finalization	
4	R/S		Studies - Infrastructure		\$50	\$750	Studies to determine infrastructure improvements required.	
5	R/S		Infrastructure Rehabilitation at Various locations city-wide		\$400	\$1,150	Spot rehabilitation of sewer infrastructure in coordination with Sewer OPS Br.	
6	R/S		Sanitary Disconnect (Small Projects at Various Locations)		\$1,250	\$1,250	Elimination of unwanted flows in sanitary sewers	
7	R	Ivy Cres.	Mackay	Mackay	\$570	\$1,820	Roadwork with S/W coordination, combined sewer separation & watermain	OT4
8	S/P	Ivy Cres.	Mackay	Mackay	\$581	\$2,401	Combined sewer separation with other utilities	OT4
9	S/P	Wellington	Carruthers	Irving	\$2,866	\$2,866	Storm sewer construction, ROC storm sewer contrib. is \$87,000 with road reinstatement	OT7
10	R	Gladstone	Bay	Bay	\$3,322	\$3,322	Roadwork with S/W coordination, combined sewer separation & watermain	OT6
11	C	Gladstone	Bronson	Bay	\$295	\$3,617	Combined sewer separation with other utilities	OT6
12	R	Flora	Bronson	Bank	\$802	\$4,519	Roadwork with S/W coordination, combined sewer separation & watermain	OT6
13	C	Flora	Bronson	Bank	\$663	\$5,182	Combined sewer separation with other utilities	OT6
14	R	Hawthorne	Main	E/Dead End	\$381	\$5,563	Roadwork with S/W coordination, combined sewer separation & watermain	OT9
15	S/P	Hawthorne	Main	E/dead End	\$340	\$5,903	Combined sewer separation with road / easement reinstatement	OT9
16	S/P	Easement	Hawthorne D/End	Lees	\$53	\$5,956	Combined sewer separation with road / easement reinstatement	OT9
17	R	Ravenhill	Cole	Golden	\$76	\$6,032	Roadwork coordinated with sanitary sewer replacement & watermain	OT7
18	S	Ravenhill	Cole	Golden	\$52	\$6,084	Sanitary sewer replacement with road reconstruction & watermain coordination	OT7
19	R	Cole	Avondale	Ravenhill	\$468	\$6,552	Roadwork coordinated with sanitary sewer replacement & watermain	OT7
20	S	Cole	Avondale	Ravenhill	\$302	\$6,854	Sanitary sewer replacement with road reconstruction & watermain coordination	OT7
21	S	Golden	Ravenhill	Byron	\$45	\$6,899	Sanitary sewer replacement, road re-instatement & watermain coordination	OT7
22	R	Argyle	Bank	Elgin	\$581	\$7,480	Roadwork with S/W coord. with comb. sewer reconstruction, watermain & streetscaping	OT6
23	C	Argyle	Bank	Elgin	\$732	\$7,852	Combined sewer replacement coordinated with other utilities, ROC sewer contrib. is \$45,000	OT6
24	ST	Wellington	Clarendon	Parkdale	\$590	\$8,442	Storm sewer construction, ROC storm sewer contrib. is \$189,000 With road reinstatement	OT7
25	R	Chapleau	Beechwood	Putman	\$86	\$8,528	Roadwork with S/W coordination, combined sewer separation & watermain	OT4
26	S/P	Chapleau	Beechwood	Putman	\$77	\$8,605	Combined sewer separation with other utilities	OT4
27	R	Putman	Douglas	Beechwood	\$274	\$8,879	Roadwork with S/W coordination combined sewer separation & watermain	OT4
28	S/P	Putman	Douglas	Beechwood	\$9125	\$9,125	Combined sewer separation with road reconstruction and coord. with watermain	OT4
29	R	Putman	Douglas	Vaughan	\$93	\$9,218	Roadwork with S/W coordination, combined sewer separation, watermain & streetscaping	OT4
30	S/P	Putman	Ivy	Vaughan	\$95	\$9,314	Combined sewer separation with other utilities	OT4
31	WM	Putman	Springfield	Douglas	\$0	\$9,314	Watermain and road reinstatement in coordination with adjacent work	OT4
32	R	Langevin	Beechwood	Putman	\$153	\$9,467	Roadwork with S/W coordination, combination sewer separation & watermain	OT4
33	S/P	Langevin	Beechwood	Putman	\$145	\$9,612	Combined sewer separation with other utilities	OT4
34	R	Beitrand	Ivy	Ivy	\$40	\$9,652	Roadwork in coordination with watermain	OT4
35	R	Bell	Gladstone	Willow	\$80	\$9,732	Roadwork with S/W coordination, combined sewer replacement & watermain	OT6
36	C	Bell	Gladstone	Willow	\$90	\$9,822	Combined sewer replacement with other utilities	OT6
37	R	Gladstone	Lebreton	Bronson	\$313	\$10,135	Roadwork with S/W coordination combination sewer replacement & watermain	OT6
38	C	Gladstone	Lebreton	Bronson	\$171	\$10,306	Combined sewer replacement with other utilities	OT6
39	R	Lebreton	Raymond	Somerset	\$594	\$10,900	Roadwork with S/W coordination combination sewer replacement, watermain & streetscaping	OT6
40	C	Lebreton	Raymond	Somerset	\$454	\$11,354	Combined sewer replacement with other utilities	OT6
41	R	Willow	Preston	Bell	\$473	\$11,827	Roadwork with S/W coordination combination sewer replacement & watermain	OT6
42	C	Willow	Preston	Bell	\$425	\$12,252	Combined sewer replacement with other utilities	OT6
43	R	Robin Lane	Churchill	E/ Dead End	\$93	\$12,345	Roadwork in coordination with watermain	OT7
44	SD	St Laurent	Donald	Easer/ N/Donald	\$135	\$12,480	Sanitary sewer replacement and reinstatement	OT4
45	R	Carruthers	Transit Way	Burnside	\$353	\$12,833	Roadwork with S/W coordination, combination sewer separation & watermain	OT7
46	S/P	Carruthers	Transit Way	Burnside	\$352	\$13,185	Combined sewer separation with other utilities	OT7
47	R	Hinchey	Transit way	Burnside	\$334	\$13,519	Roadwork with S/W coordination, combination sewer separation & watermain	OT7
48	S/P	Hinchey	Transit way	Burnside	\$352	\$13,871	Combined sewer separation with other utilities	OT7
49	R	Lyndale	Hinchey	Stonehurst	\$135	\$14,006	Roadwork with S/W coordination, combination sewer separation & watermain	OT7
50	S/P	Lyndale	Hinchey	Stonehurst	\$158	\$14,164	Combined sewer separation with other utilities	OT7
51	S/P	King Edward	Various limits	Cost Share	\$220	\$14,384	Sewer separation and roadwork in coordination with watermain and development	OT5

2000 PROPOSED ROAD AND SEWER PROGRAM

No.	Type	Street	From	To	Gross	Cum	Remark	Ward
52	R	Rochester	Carling	Beech	\$300	\$14,684	Roadwork with S/W coordination combination sewer replacement & watermain	OT6
53	C	Rochester	Carling	Beech	\$224	\$14,908	Combined sewer replacement with other utilities	OT6
54	R	Norman	West D/E (RR Track Rochester	Rochester	\$108	\$15,016	Roadwork with S/W coordination combination sewer replacement & watermain	OT6
55	C	Norman	West D/E (RR Track Rochester	Rochester	\$60	\$15,076	Combined sewer replacement with other utilities	OT6
56	R	Byward	George	York	\$211	\$15,287	Roadwork with S/W coordination, combination sewer separation & watermain	OT5
57	S/P	Byward	George	York	\$182	\$15,469	Combined sewer separation with other utilities	OT5
58	R	William	George	York	\$211	\$15,680	Roadwork with S/W coordination, combination sewer separation & watermain	OT5
59	S/P	William	George	York	\$182	\$15,862	Combined sewer separation with other utilities	OT5
60	R	Wentworth	Carling	Midway	\$409	\$16,271	Roadwork with S/W coordinated with sewer construction	OT1
61	ST	Wentworth	Carling	Midway	\$270	\$16,541	Storm sewer construction with road reconstruction	OT1
62	R	Jack Purcell	Frank	Lewis	\$117	\$16,658	Roadwork with S/W coordination & streetscaping	OT6
63	S/P	Rice (Funding of Ayles	Woodroffe	Woodroffe	\$50	\$16,708	Oversized storm sewer construction with proposed development	OT1
64	R	Ecoles	Lebreton	Bell	\$93	\$16,801	Roadwork with S/W coordination combination sewer replacement & watermain	OT6
65	C	Ecoles	Lebreton	Bell	\$74	\$16,875	Combined sewer replacement with other utilities	OT6
66	R	Florence	Bronson	40m East	\$37	\$16,912	Roadwork for controlling rain runoff	OT6
-----APPROXIMATE CUT-OFF LINE FOR 2000 PROJECTS-----								
67	R	Granville	Wellington	Byron	\$314	\$17,226	Roadwork with S/W coordination, combination sewer separation & watermain	OT7
68	S/P	Granville	Wellington	Byron	\$234	\$17,460	Combined sewer separation with other utilities	OT7
69	R	Warren	Byron	Wellington	\$227	\$17,687	Roadwork with S/W coordination, combination sewer separation & watermain	OT7
70	S/P	Warren	Byron	Wellington	\$212	\$17,899	Combined sewer separation with other utilities	OT7
71	R	Sherbrooke	Queensway	Wellington	\$510	\$18,409	Roadwork with S/W coordination, combination sewer separation & watermain	OT7
72	S/P	Sherbrooke	Queensway	Wellington	\$423	\$18,832	Combined sewer separation with other utilities	OT7
73	R	Hinton	Queensway	Spencer	\$693	\$19,525	Roadwork with S/W coordinated, storm sewer construction & watermain	OT7
74	S	Hinton	Queensway	Spencer	\$394	\$19,919	Storm sewer construction with other utilities	OT7
75	S	Hopewell	Sloan	Easement	\$78	\$19,997	Sanitary sewer reconstruction with road reinstatement	OT9
76	S	Sloan	Hopewell	S/Dead End	\$136	\$20,133	Sanitary sewer reconstruction with road reinstatement	OT9
77	S	Easement/Brewi	Sloan	Carlton Pump sta	\$510	\$20,643	Sanitary sewer reconstruction with reinstatement	OT9

S/P=Combined Sewer Separation
 C =Combined Sewer Replacement
 R/S=Road and Sewer Works Combined
 R=Road Reconstruction
 S=Sanitary and/or Storm Sewer Repair/Construction



January 17, 2000

ACS1999-PW-LTB-0051
(File: TGR2127/0200)

Department of Urban Planning and Public
Works

Ward/Quartier
City Wide

- Community Services and Operations
Committee / Comité des services
communautaires et des opérations
- City Council / Conseil municipal

Action/Exécution

5. Roads - Urban Truck Route System - City of Ottawa

Réseau routier - Circuit urbain des camions - Ville d'Ottawa

Recommendation

That Gladstone Avenue, between Kent Street and Bronson Avenue, be deleted from the Urban Truck Route system, and that the Traffic and Parking By-law 1-96 be amended accordingly.

January 24, 2000 (12:08p)

Edward Robinson
Commissioner of Urban Planning and Public
Works

PE:lf

Contact: Philip Edens - 244-5300 ext. 1-3926

January 25, 2000 (9:25a)

Approved by
John S. Burke
Chief Administrative Officer

Financial Comment

Subject to City Council approval, funds in the estimated amount of \$1,000. are available in account index code 0850090 - Traffic Maintenance, for this purpose.

January 21, 2000 (12:39p)

for Mona Monkman
City Treasurer

CP:cds

Executive Report

Reasons Behind Recommendations

Background

At the February 25, 1998, meeting of the Community Services and Operations Committee, while discussing changes to the City of Ottawa Traffic and Parking By-law 1-96 related to the transfers of roads to/from the Region of Ottawa-Carleton, it was requested that a review of City of Ottawa streets that are designated truck routes be conducted. This review, including noting any required changes to the City of Ottawa Traffic and Parking By-law 1-96, has now been completed. The following sections of roadway were reviewed:

1. Booth Street, Carling Avenue to Raymond Street
2. Churchill Avenue, Carling Avenue to Richmond Road
3. Cumberland Street, George Street to Rideau Street
4. George Street, Cumberland Street to Dalhousie Street
5. Dalhousie Street, Besserer Street to St. Patrick Street
6. Gladstone Avenue, Elgin Street to Preston Street

Where references are made to “load restrictions”, these are in relation to the regulations as provided for under Section 122 of the Ontario Highway Traffic Act, and Section 49 of the City of Ottawa Traffic and Parking Bylaw 1-96, specifically the reduced Spring load periods between March 1, and May 15, of each year.

With the exception of the section of Gladstone Avenue, between Kent Street and Bronson Avenue, it is the position of staff that it is appropriate to retain all City of Ottawa roads currently designated as truck routes within the system. Each of the roadways provides access for heavy vehicles which is difficult to replicate efficiently by other roads in the area. Details are as follows:

Booth Street (Carling Avenue to Raymond Street)

Booth Street, from Carling Avenue to Raymond Street, provides service to the large government facilities in the immediate area, connecting to truck routes east and west on Carling Avenue (Regional) and from the east (including from the Queensway) via Raymond Street (a City of Ottawa street, but not currently shown on Urban Truck Route map). This portion of Booth Street is exempt from load restrictions. It is appropriate to retain this road

segment in the system in consideration of the adjacent land uses along Booth Street, and the links with Highway 417.

It should be noted that Booth Street, between Raymond Street and Albert Street, is not currently a truck route. Due to the nature of the area north of Raymond Street, and the fact that adequate alternative routes are available for heavy vehicles, there is no need to designate Booth Street north of Raymond Street as a truck route.

Churchill Avenue (Carling Avenue to Richmond Road)

Churchill Avenue, between Carling Avenue and Richmond Road, is a time-restricted (trucks permitted 6:00 a.m. to 11:00 p.m. only) truck route. This is the only north-south truck route exempt from Spring-time load restrictions between Carling Avenue and Scott Street that is close to an interchange with the Queensway (Highway 417). Other load restriction exempt truck routes are via Richmond Road at Carling Avenue, 4.5 km to the west, and Holland Avenue, 2 km to the east, neither of which has good access to the Queensway. The alternative truck route which has immediate access to the Queensway and an indirect connection to Scott Street (via McRae Avenue), is Kirkwood Avenue, on which Spring-time load restrictions are in effect. This may be important in the context of the potential development of a number of sites along Richmond Road, including the R.L. Crain property located at the southwest corner of Kirkwood Avenue and Richmond Road. Regular truck access for deliveries may be hampered when load restrictions are in effect. Churchill Avenue, between Carling Avenue and Richmond Road, should therefore remain in the system.

Cumberland Street (George Street to Rideau Street)

George Street (Cumberland Street to Dalhousie Street)

Dalhousie Street (Besserer Street to St. Patrick Street)

These roads provide service to the Byward Market area. No load restrictions are in effect on these streets. These roads in combination provide an alternative to the truck routes servicing the Sussex Drive area, and may be more easily negotiated by some vehicles (turning movements). They further form a northerly extension of the Nicholas Street/Waller Street/Besserer Street truck route without requiring tight turns at Rideau Street. This includes direct service from the Queensway (Highway 417) to the Sussex Drive area (National Gallery, Canadian Mint, etc.). Although not essential, it is appropriate to retain these linkages in the system due to the service provided. Truck route status could be reviewed should alternative routes be established, such as Rideau Street, between Waller Street and Sussex Drive, coupled with MacKenzie Avenue, between Sussex Drive/St. Patrick Street and Rideau Street.

Gladstone Avenue (Elgin Street to Preston Street)

Three separate sections of Gladstone Avenue have been reviewed with respect to truck route status:

- Elgin Street to Kent Street;
- Kent Street to Bronson Avenue; and
- Bronson Avenue to Preston Street.

Gladstone Avenue, between Bank Street and Bronson Avenue, was the subject of a study undertaken through the Planning Branch known as the “Gladstone Improvement Initiative Study”. This study included an element that focused on “Streetscaping and Traffic Calming”. At its meeting held on July 30, 1999, City Council carried Planning staff’s recommendations, which specifically included that the recommendations of the Community Task Group as detailed in the Document “*Streetscape and Traffic Calming Recommendations*” be received. It was further approved that those recommendations be considered in evaluating future development applications within the study area. Removing Gladstone Avenue within the study area from the truck route system was one of the recommendations of the Community Task Group.

Gladstone Avenue, from Elgin Street to Kent Street, is a Spring-time load restricted truck route. It provides east-west service from the north end of the truck route along Bank Street as well as the Queensway exit via Kent Street. Bronson Avenue and the Kent Street/O’Connor Street one-way pair are the main north-south truck routes north of the Queensway. Elgin Street, which is also a truck route north of the Queensway, is not readily accessible from south of the Queensway, west of the Rideau Canal. Bank Street and Bronson Avenue are the only north-south truck routes south of the Queensway. Bank Street, as a truck route, ends at Gladstone Avenue. While most connections to/from the Queensway are possible via Catherine Street and Chamberlain Avenue/Isabella Street, Gladstone Avenue is the only current truck route that provides adequate connection between Kent Street, O’Connor Street, Bank Street and Elgin Street north of the Queensway. It is therefore essential to retain Gladstone Avenue between Elgin Street and Kent Street within the Urban Truck Route system.

The section of Gladstone, between Bank Street and Kent Street, was included in the study area noted above, however, it provides the earliest opportunity for traffic exiting the Queensway at Kent Street to travel to the east. Gladstone Avenue, between Bank Street and Kent Street, should therefore be retained in the Truck Route system.

The portion of Gladstone Avenue, between Kent Street and Bronson Avenue, also provides convenient east-west service north of the Queensway. This service is, however, also provided by the one-way combination of Chamberlain Avenue and Catherine Street (Bronson Avenue to Bank Street). As noted above, at its July 30, 1999, meeting, City Council carried the recommendations of the “*Gladstone Improvement Initiative Study - Streetscaping and Traffic Calming*”. In this context, recognizing that adequate truck route service in this area is provided by other roads within the truck route system, the removal of this section from the truck route system would not compromise service. It must however be noted that the

removal of a road from the truck route system does not preclude its use by heavy vehicles for local deliveries and access.

The section of Gladstone Avenue, between Bronson Avenue and Preston Street, serves the area immediately north of the Queensway for a number of government, commercial and industrial uses and provides alternative routing to/from Rochester Street which has limited access (right turn movements only) at Carling Avenue. Rochester Street also provides access to/from the west on the Queensway, and any vehicle intending to proceed north is unlikely to circle south to Carling Avenue to complete its trip. It is therefore appropriate to retain Gladstone Avenue, between Bronson Avenue and Preston Street, as a truck route.

Cost Analysis of Recommendations

Minor signage costs in the order of \$1,000 will be incurred should the removal of Gladstone Avenue, between Kent Street and Gladstone Avenue, from the truck route system be approved.

Economic Impact Statement

With no significant change to the Urban Truck Route System, no impacts to the area economy would be associated with the recommendations.

Environmental Impact

This report falls under the MEEP automatic exclusion list, Item D, Studies.

Consultation

The Gladstone Improvement Initiative Study included numerous meetings with the community during a period from May 1997 to April 1998, which provided input on that element of the Urban Truck Route System. No other public consultation has been undertaken as staff are recommending to retain the roads reviewed within the Urban Truck Route system, with the exception of Gladstone Avenue, between Kent Street and Bronson Avenue.

Comments from the Office of the City Solicitor have been incorporated into this report.

Disposition

That the Transportation Division of the Licensing, Transportation and Buildings Branch initiate amendments to the Traffic and Parking By-law 1-96 as required, and that the Transportation Division proceed with the required signing changes to indicate that Gladstone Avenue, between Kent Street and Bronson Avenue, is not a truck route.

List of Supporting Documentation

Document 1 - Map - Urban Truck Routes, Regional and Area Municipality Roads 1999

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January 4, 2000

ACS1999-PW-LTB-0062
(File: TYC3300/0201)

Department of Urban Planning and Public
Works

Ward/Quartier
City Wide

- Community Services and Operations
Committee / Comité des services
communautaires et des opérations
 - City Council / Conseil municipal
- Action/Exécution

6. Cycling - Bicycle Resource Guide Cyclisme - Info-velo

Recommendations

1. That in keeping with the direction in the Council-approved Comprehensive Cycling Plan to promote the use of bicycles, Council APPROVE the publication and distribution of a Bicycle Resource Guide as detailed in **Document 1** subject to the following provisions:
 - a) should the Region of Ottawa-Carleton participate financially in the publication of this document, the distribution would be to residents of the greater Ottawa area;
 - b) should the Region not participate financially, the distribution would be to residents within the City of Ottawa.
2. That Council APPROVE the proposal of the Ottawa Citizen as detailed in **Document 2** (subject to Recommendation 1) for the distribution of the Bicycle Resource Guide as an insert for home delivery customers.



January 24, 2000 (11:47a)

Edward Robinson
Commissioner of Urban Planning and Public
Works

DAH:dah:lf

Contact: Daphne Hope - 244-5300 ext. 1-3225



January 25, 2000 (9:30a)

Approved by
John S. Burke
Chief Administrative Officer

Financial Comment

Subject to City Council approval, funds in the amount of \$30,000 are available in Capital Project 99085750 (Comprehensive Cycling Plan). Should the Regional Municipality of Ottawa Carleton agree to participate in the program, the City's share would be adjusted to \$28,000.



January 24, 2000 (9:24a)

for Mona Monkman
City Treasurer

JG:cds

Executive Report

Reasons Behind Recommendations

Background

The City of Ottawa is proposing to produce a bicycle information guide for distribution to residents of the greater Ottawa area as an insert in the daily paper. This publication - *The Bicycle Resource Guide* - will be in a format similar to the City of Ottawa Activity Planner produced by the Department of Community Services. The Bicycle Resource Guide is intended as a public service for residents of the greater Ottawa area. Direction for the production of such a publication is found in the City of Ottawa Official Plan which sets out the policy of Council with respect to cycling as follows:

“It is the strategic aim of City Council to encourage the safe use of bicycles for commuting to work and for utilitarian purposes, as well as for leisure and recreation, by the preparation and implementation of a comprehensive cycling plan which addresses engineering, education, enforcement and encouragement.” (Section 7.1.5)

The Comprehensive Cycling Plan further states:

“With respect to encouragement, it is the objective of City Council to promote the effective use of bicycles as transportation, encourage more people to ride bicycles, encourage more trips by bicycle and to reduce the use of the private automobile.” (Section 4.8 - Comprehensive Cycling Plan).

While the City publishes brochures related to specific cycling issues (e.g. Bicycle Parking, Winter Cycling, Bicycles and the Law), there is no generic resource document which compiles information about the wide range of services, events and issues pertaining to cycling. The market for such information is evident in statistics reported in “Ottawa-Carleton Cyclist Profile Survey”, Region of Ottawa-Carleton - 1992:

- approximately one half (49.3%) of the population was estimated to have cycled in Ottawa-Carleton in 1991
- there are approximately 395,000 bicycles within the Ottawa-Carleton urban area - this translates to approximately 1.7 bicycles per household
- it was estimated that the proportion of households owning at least two bicycles was found to be approximately 66%

Most of these people do not belong to a cycling organization and therefore comprise the target audience with respect to City Council's objective of encouraging greater use of bicycles.

Recommendation 1

In order to provide a comprehensive package of cycling-related information to the general public, a Bicycle Resource Guide is proposed. This publication will provide a convenient reference for everything from bicycle laws and regulations to numbers to call for service. If approved, staff propose that the document be published in the Spring of 2000. The Guide is intended to have a shelf life of approximately one year. The format is based on the City of Ottawa Activity Planner with respect to size and printing specifications. In content, however, it will be not simply a listing of courses or programs but a reference guide on all aspects of cycling. An outline of the topics to be included is found in **Document 1 - Bicycle Resource Guide - Outline**. The Guide will be produced as a bilingual publication.

Staff have written to the other urban municipalities inviting their participation in this project. To date, no responses have been received. Regional staff have been consulted and have given an indication of their willingness to consider a joint project. It is considered appropriate at this time to prepare the publication for distribution to the greater Ottawa area, given the general nature of the subject matter and the likely co-operation of the Region.

The target date for distribution of the Bicycle Resource Guide is mid-March, 2000. This would make our document the first available cycling information of the season and would enable us to list all cycling events which may occur during the season. This makes the Guide a valuable resource for residents. It is also more appealing to potential advertisers who realize a longer shelf life for their ads.

Recommendation 2

The Ottawa Citizen has provided the City with a proposal for the printing and distribution of the Bicycle Resource Guide. Preliminary discussion with the Citizen advertising representative examined two scenarios - one based on distribution to Citizen subscribers within the City of Ottawa boundaries and the other based on wider distribution within the Region of Ottawa-Carleton (the greater Ottawa area). Staff have written to the other urban municipalities inviting their participation in this project. To date, no responses have been

received other than the interest expressed by the Region. Should the Region confirm their financial participation in this project, the larger number of copies (250,000) would be printed with a distribution to residents of the greater Ottawa area, however, should the Region not participate, the smaller number (140,000) would be printed and distributed only within the boundaries of the City of Ottawa.

The Citizen proposal would offer the printing and distribution of the guide. It would also include a newspaper advertising campaign of 3 full colour banners, which would be located on the front of sections - possibly one front page location. In addition, the Citizen would also provide a full banner advertisement on their web site.

The total cost for printing and distributing 250,000 copies of the Guide is \$47,000. Should the Region participate financially, the cost to the City for this project would be approximately \$28,000 (based on a print run of 250,000 of which 60% would be distributed within the City of Ottawa). Should the Region not participate, the cost to the City would be \$30,000 for a print run of 140,000 copies. The proposal is detailed in **Document 2 - Citizen Insert Proposal**.

The Citizen will be responsible for securing advertising revenue for the guide. This revenue will not accrue to the City in terms of offsetting the quoted production costs but may be applied to upgrade the publication (number of pages, stock paper, distribution). This remains to be negotiated based on the advertising that is secured.

Consultation

This project has been discussed at length with the Education Subcommittee of the Ottawa Cycling Advisory Group (OCAG). The Subcommittee is actively involved in information collection. As a matter of procedure, the proposal was also discussed at the OCAG meeting of September 27, 1999. The members supported the initiative. The proposal has also been discussed with the Regional Cycling Advisory Group who are willing to assist with information collection and review. The RCAG Pro-Cycling Subcommittee and Citizens for Safe Cycling are assisting with the collection of information.

Disposition

Department of Urban Planning and Public Works - preparation of draft material for publication and coordination of project

Department of Corporate Services - layout of document and preparation of disk for delivery to Ottawa Citizen

List of Supporting Documentation

Document 1 - Bicycle Resource Guide - Outline

Document 2 - Citizen Insert Proposal

Part II - Supporting Documentation

BICYCLE RESOURCE GUIDE - OUTLINE

Document 1

The Guide is proposed as an 8" wide x 10 1/2" high newsprint magazine style document. Cover would be stock quality paper, suitable for full-colour printing. The topics are intended to cover the complete range of cycling-related information of general interest to the public. Topics would include the following:

- Comprehensive Cycling Plan summary of policies
- Municipal by-laws pertaining to bicycles
- Provincial legislation pertaining to bicycles
- Bicycle parking guidelines
- Municipal bicycle parking facilities
- Supervised Bicycle Parking facility - operation for 2000
- Who to contact for service
- Bicycle maps
- Bicycle clubs
- Bicycle advisory committees
- Bicycle education programs (CAN-BIKE)
- Police bicycle auction
- Winter cycling tips
- Bicycle events (tours, fundraisers, etc.)
- Pathway Patrol
- Ottawa Urban Cycling Awards
- Cycling and CO₂ reduction - the case for alternative transportation
- Bicycle-specific pavement markings and signage

CITIZEN INSERT PROPOSAL

Document 2

The Ultimate Ottawa Bike Guide

City of Ottawa

Monday, December 6, 1999

Specifications:

Date of Distribution: Mid-March

Product Description: 8" wide x 10 ½" high
 24 Pages Text – Standard newsprint 60m (30lb)
 Black + 1 Spot Colour of choice
 Plus 8 Pages of Stock Quality - Performance 100m (50lb)

Cover Option 1 * 8 Page Cover – Process (Full Colour – Front/Back, Pg 4, Pg 28)

Cover Option 2 * 4 Page Cover + 4 Page Centre – (Full Colour on all Stock Pages)

Print & Distribution: 250,000
 (Region-wide coverage utilizing Citizen Subscribers, Flyer Force, Apartment Plus, with a planned over-run of 10,000 for City distribution.)

Newspaper Campaign: Three - Full Colour Newspaper Banners
 (No Charge – value added. Approximate value \$13,000)

On-line Campaign: Full Banner (guarantee 150,000 impressions over two months)
 (www.ottawacitizen.ca) (No Charge – value added. Approximate value \$5,250)

Total Investment: 1. \$46,592* (8 Stock on the outside)
 2. \$53,849* (4 Stock outside, 4 Stock in centre)

Editorial/Ad Split:

Four Pages of Stock and all pages of text – (4+24 in total) are for the City of Ottawa Editorial.

Option 1 (Double Cover) - Four pages of stock reserved for advertisers *(Inside Front Cover, Inside Back Cover, Page 4 and Page 29)

Option 2 (Single Cover + Centre-Spread) - Four pages of stock reserved for advertisers *(Inside Front Cover, Inside Back Cover, Page 15, Page 18)

Advertising Contribution:

Based on achieving advertising revenue goals of four pages, the Ottawa Citizen will invest back into the publication; therefore, the size of the book may increase in size from 24 pages + stock covers to 32 pages + stock covers. This will give the City of Ottawa an additional 8 pages of editorial space.

Or, the City may choose to forego the extra pages in order to reposition the stock cover into centre of book (at the same price as option one). (To be explained).

Ottawa Citizen Contribution:

Citizen will handle the printing and distribution of 240,000 + 10,000 over-run of guide.

Citizen will work with completed disks provided by the City, will layout any ads into publication on the reserved pages, produce all negatives and coordinate the production with the printer.

Citizen will bulk deliver guides to appropriate destinations and arrange distribution to 240,000 residences across the region.

Citizen will be responsible for securing advertising revenue for the guide (with the assistance of the City where possible), including designing and printing sales promo.

Citizen will invest a portion of advertising revenues directly back into the publication to the benefit of the City of Ottawa (as detailed above).

Citizen will execute the supplementary ad campaign at no charge, offering the City a combined additional value of \$18,250 (as detailed above).

City of Ottawa Investment:

City of Ottawa commits to the production of the publication, choosing either Option One or Two and the required monetary investment.

City of Ottawa agrees to include the Ottawa Citizen logo prominently on the cover.

City of Ottawa releases ownership of the designated advertising pages.

City of Ottawa agrees to provide all copy text in final form on disk to the Ottawa Citizen by an agreed upon date.