



## 4.0 DEVELOPMENT OF THE NETWORK

The Strategy is intended to be a **20+ year investment** for the Municipality of North Grenville.

This chapter describes the proposed Integrated Community Trails Network for the Municipality of North Grenville, destinations, opportunities and barriers that were identified as well as the approach taken to develop the recommended network. The network is based on a number of opportunities identified including currently un-opened road allowances throughout the Municipality, builds upon the existing transportation corridors and trail network at a local, regional and national level, and the existing parks systems. In addition to the proposed network, this chapter also provides further detail on the proposed facility types considered to form the recommended network. For more information on the proposed facility types for consideration please see Chapter 5 – Trail Designer’s Toolbox.

The Strategy outlines a number of policies and recommendations that encourage the improvement of pedestrian and bicycle facilities in urban and rural areas to complement those in the Municipality’s Official Plan as well as other provincial and federal policies and plans (as outlined in Chapter 2 of the report). The range, type and density of recommended trail infrastructure will vary depending on the location of the more densely populated areas as well as the land use associated. Part of this support includes recommendations for a network of on and off-road corridors which support active transportation and provide increased connectivity throughout the Municipality as well as to key destinations within and surrounding it.

Overall, a Community Trail Strategy can be defined as a long-range plan integrating infrastructure requirements for existing and future land use within environmental assessment principles. These plans examine the entire infrastructure system as a group of related projects, or an overall system, in order to strategically plan out the future needs of the Municipality. In many cases the infrastructure considered for future integration can include those associated with trail development and healthy lifestyles. Detailed engineering, commencing with Preliminary Engineering Review, is recommended for each trail segment as budget and development opportunities present themselves. Chapter 6.0 outlines specific recommendations for implantation of the trails strategy.



## 4.1 Process

An approach used to establish the recommended community trails network was iterative, as was the process for identifying proposed facility types as well as the costing and implementation for the Integrated Community Trails Strategy for North Greenville. The community trails network development approach included:

### 1. Collect and Assemble Background Information

The network development process was initiated with the consolidation and digital mapping of all previously planned trails routing and facilities in North Greenville as well as connections to surrounding communities. These included both on and off-road facilities provided by Municipal Staff as well as the Steering Committee.

### 2. Review Consolidated Base Mapping with Municipal Staff and Steering Committee

The Base mapping generated by the study team was reviewed with the Municipal staff as well as members of the Steering Committee with the goal of clearly understanding current trail opportunities as well as any previously approved plans in place for related facilities. These facilities can include those within the road right-of-way as well as those outside of the road right-of-way.

### 3. Develop Route Selection Principles

A set of qualitative principles was developed to guide the selection of routes for consideration at the Candidate Routes level. These principles were reviewed with Municipal Staff as well as the Steering Committee, local stakeholders and public and were then revised where applicable. These principles should also be utilized and referred to in the future when changes to the route network are being contemplated, and again as part of the preliminary design stage to ensure that the route still satisfies these principles.

### 4. Field Review and Assess Candidate Routes

In order to fully assess the existing conditions as well as potential candidate routes for the Community Trails Strategy a field investigation was undertaken by the study team. The field investigation steps included:



- Undertaking field investigation to collect information for each existing condition and candidate route; and
- Applying the route selection criteria, information collected in the field combined with the technical expertise of the study team, plus input from the Steering Committee and the public.

#### **5. Prepare Candidate Routes Mapping Using the Following Inputs:**

- Consolidated base mapping;
- Field investigation and assessment;
- Route selection principles;
- Consultation with the Study Steering Committee; and
- Expertise of the Study Team.

#### **6. Direct Input to the Proposed Network and Route Selection Principles**

Municipal Staff members were consulted as well as members of the Steering Committee and asked to provide their input on the proposed community trails network. Input was received from the public as well as local stakeholders based on comments provided at the first Public Information Centre held on February 13, 2011 and additional discussions with local stakeholders and members of local community organizations. The network was then further refined through responses from an online questionnaire (see Appendices for data) as well as comments received following the Public Information Centres.

#### **7. Accept or Reject Each Candidate Route Based on Steps 4 Through 6 and Map the Recommended Route Network**

#### **8. Suggest Appropriate Facility Types**

The route network was then assessed to identify the appropriate facility types for each segment. These were based on the following for each route in the network based on the results of Steps 1 through 7 and consideration of a number of factors including:

- Location/Setting (urban area vs. rural area, within road right-of-way vs. outside of road right-of-way-e.g. in a park or utility corridor);
- Facility Type Noted in any Relevant Environmental Assessment (where applicable);



- Planned Facility Types; provided by local Municipal representatives on the Steering Committee (where applicable);
- Current Road Cross Sections;
  - Curbed vs. shoulder and ditch;
  - Permitted on-street parking vs. prohibition of on-street parking;
  - Single lane in each direction vs. multiple lanes in each direction. For example in urban areas where there may be a 4 or 5 lane roadway with a wide enough curb lane and a posted speed of 50 km/h, a signed route with Sharrow lane markings would be viewed as a suitable facility type, allowing for cyclists to share the lane with vehicles and for vehicles to appreciate the anticipated travel patterns of cyclists on the roadway; and
  - Current lane widths - in particular those locations where other data collected suggested that a bicycle lane would be preferred and that field observations revealed the potential to add bicycle lanes through simply repainting lane markings. It should be noted that in areas where there is a wide enough curb lane for vehicles and cyclists to share, the preference would be to recommend a higher order facility such as a standard buffered bike lane (1.5 m bike lane and 0.5 m buffer). However, where the recommended minimum of 1.5 m for a designated bike lane is not available a lower order facility type such as a signed route with or without shared lane markings and signage should be considered.
- Current Character of the Corridor;
  - Land uses along corridor/type of destinations along the route or nearby the route;
  - Number of road intersections and/or private entrances along corridor;
  - Facility type that is being connected to (where they currently exist/where applicable); and
  - Distance from key destinations not directly on proposed corridor.
- Current Traffic Characteristics:
  - Traffic volume (where data is available and was provided);



- Commercial vehicle/heavy vehicle/transit vehicle percentage (where data is available and was provided);
  - Posted speed limit;
  - Operating speed and speed differential between cyclists and motor vehicles; and
  - Field observations.
- Right-of-way width;
  - Distance to nearest proposed route; and
  - Technical expertise of the study team.

The observations by the study team were then balanced by comments received from the Municipality and the Steering Committee, as well comments received from the public and local stakeholders.

## 9. Review Suggested Facility Type with Municipal Staff

The suggested facility types are tools to be used at the master planning level to develop an order of magnitude cost estimate for the implementation of the network.

It is also important to note that as part of the implementation of each route segment, a more detailed assessment will be undertaken at the segment specific level to confirm the route and facility types for the purposes of detailed design. This 5 step process will be clearly described in the Implementation Chapter of the North Grenville Integrated Community Trails Strategy (see Chapter 6, Section 6.3.4).

## 10. Implementation/Phasing Plan

The implementation and phasing plan for the Integrated Community Trails Strategy was developed to guide the short, medium and long-term development of the proposed routes and facilities throughout the Municipality. In addition, policies and recommendations were developed to guide the future development and implementation of active transportation and trail facilities. Further detail on the implementation and phasing plan for the Municipality can be found in Chapter 6 of the report.



### **11. Direct Input on the Candidate Routes and Recommendations**

Inputs regarding the draft candidate routes as well as the proposed Trail related recommendations from the Municipality were gathered through direct discussion with the Steering Committee. The public as well as local stakeholders and agencies were able to provide their comments on the proposed network through a second Public Information Centre held on Saturday May 28, 2011 during the Dandelion Festival in downtown Kemptville. Results from the online questionnaire were also utilized throughout this stage of the study. Input from multiple venues of consultation is summarized in Chapter 3 of the report.

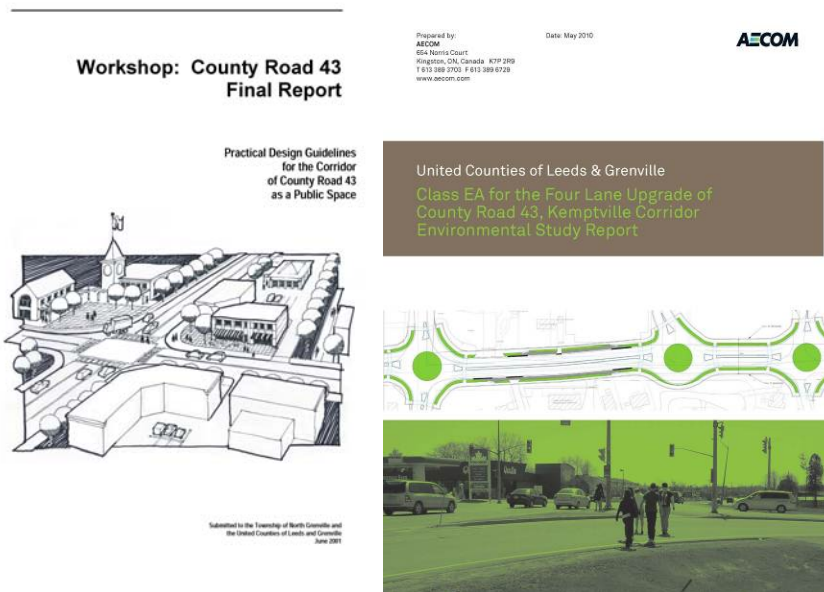
The proposed community trails network is a key outcome of this study, and consists of both on and off-road trails facilities and accommodated related active transportation uses such as pedestrian and cyclist activities.



## 4.2 Inventory and Assessment of Existing Trails: Itemized Opportunities for Trails in North Grenville

There are immense opportunities for the Municipality to enhance trail use, safety, comfort, and ease of access.

A key first step in the development of the Community Trails network is the assessment of existing and previously proposed trail facilities.



Images: 2001 County Road 43 Design Guidelines Workshop (left), and 2007 Environmental Assessment of proposed lane upgrade along County Road 43 (right).

A number of precedent studies and supportive data were referenced relevant to the subject trails strategy. The Municipality of North Grenville also provided the study team with precedent Geographic Information System (GIS) data and study documentation, including but not limited to:

- *The Official Plan and supporting documents;*
- *Class EA for the Four Lane Upgrade of County Road 43, Kemptville Corridor Environmental Study Report;*
- *Practical Design Guidelines for the Corridor of County Road 43 as a Public Space, June 2001;*
- *Digital Orthographic (photos acquired Spring 2008); and*



- *Geographic Information System Data (layers pertaining to existing roads, waterways, parklands, Crown Lands).*

Background materials from key trail organizations and interest groups were reviewed in developing the inventory of existing and previously proposed facilities, **including but not limited to** local trail organizations and adjacent and near-by municipalities.

### **Assessment & Opportunities:**

**FACILITY INFRASTRUCTURE - The existing '150 Kms of Trail'** is a relevant initiative, but work is required to enhance trail use and cycling along its rural roads. Consultation and field reconnaissance revealed that perceived safety, comfort, roadway geometry and materials, and overall connectivity are issues that need to be addressed to bring this network 'to the next level' – to making North Grenville 'bike-friendly'.

Note that the proposed network, as part of this strategy, does *not* include all of the existing '150 Kms of Trail', notably along South Gower Road south of Kennedy Road (refer to the *Facility Types Map*). In general, the below considerations are recommended for the existing designated '150 Kms of Trail':

- Widening the paved sections of the route, with **paved shoulders and 'Share the Road' signage** (in addition to the existing NG Trails signage markers). Add 'Sharrow' markings on paved roads where expanding or paving the shoulder is infeasible (most commonly in more urban areas);
- **Harden the surface of existing unpaved** sections of the 'Trail' with an expanded shoulder, with 'Share the Road' signage;
- **Consideration of re-routing the '150 kms of Trail'** per the enclosed Network Concept Map (pending review and coordination of a true 150 kilometres of route).

**CONNECTIVITY - Pedestrian crossing across County Road 43.** Road 43 is a busy road - currently acting as a barrier to pedestrian movement, north-to-south between Ferguson Forest and Old Town Kemptville. As expressed throughout consultation, a strong desire exists to connect pedestrian access between these two community amenities.



Logical locations exist for the consideration of pedestrian crossing enhancements between the creek and intersection with County Road 44. Per the recommendations of this strategy, a pedestrian crossing is proposed in the vicinity of Grenville Street and County Road 43. Outlined in Chapter 5 – Designer’s Toolkit – *multiple options exist for a crossing here, including an at-grade crossing or grade-separated.* An at-grade crossing is more likely in this area and is generally less expensive than a grade-separated crossing.

These recommended enhancements ought to be considered along with prospective future widening of 43 – to consider/review a pedestrian refuge island with signalization. Further feasibility, analysis and design is required. This connection is a ‘missing link’ and would tie Ferguson Forest (one of North Grenville’s most significant recreational amenities) with Old Town Kemptville.



Figure 4.1: Area of Potential Pedestrian Crossing over Cty Rd. 43. (Image: Google Images, 2011)

**CONNECTIVITY – Pedestrian and Cycling access along County Road 43.** As per the recommendations of the 2001 Urban Design Workshop and resultant of site reconnaissance and consultation, pedestrian connection along County Road 43 (as shown below) represents a great potential for the Municipality and pedestrian comfort with access to Kemptville Creek, Ferguson Forest, Old Town, the Municipal Centre, retail shops in the vicinity, and beyond. In conjunction with a potential pedestrian crossing in the vicinity of Grenville Street at 43, a multi-use pathway along the north edge of 43 between the



Creek and County Road 44 could serve a wide range of cyclists and pedestrian – an off-road alternative. The pathway could be built along a retrofitted existing farm access road along 43 in Ferguson Forest.

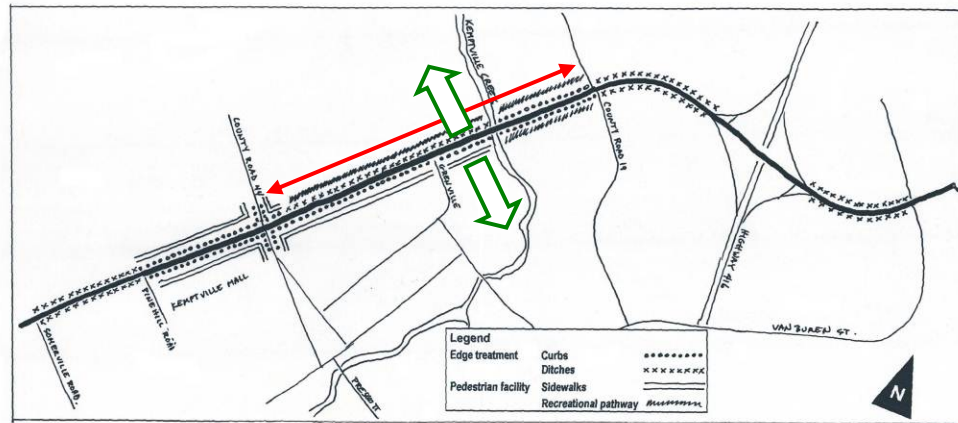


Figure 4.2 Potential multi-use pathway (trail) development along County Road 43. (Under-laying Image: Practical Design Guidelines for the Corridor of County Road 43 as a Public Space, June 2001.)

**CONNECTIVITY AND OPPORTUNITY – The abandoned rail corridor** (running north-south) transects the Municipality in such a way that presents immense opportunity to link certain Hamlets, Old Town, new and existing retail development, current and future residential areas, and to create an expansive and continuous recreational amenity throughout the Municipality. Development of this corridor into a multi-use corridor would function as a main spine to the Network Concept.

This would provide connections both within the community and to trails outside of North Grenville, including the Osgoode Trail and the Prescott and Waterfront Trails. The corridor consists of 4 segments:

- Segment south of the active rail line within North Grenville is abandoned but requires the removal of the existing ties.
- The segment from the active rail line to the Bedell Road is on a 3 year abandonment list.
- North of Bedell Road is privately owned and opportunity is available to acquire this portion.



- The abandoned corridor is intersected by Hwy 416 and building a grade-separated overpass is highly unlikely due to the cost, however bringing the trail along Flynn Road/Rideau River Road to take advantage of the existing grade-separated structure is more feasible and would allow for a link to the rail corridor and into Ottawa.

**CONNECTIVITY AND ACCESSIBILITY - Sidewalks** serve mainly the Old Town core and new development and were mentioned notably throughout public consultation, and through the online questionnaire. In coordination with the Municipality’s Planning Department, a recommended prioritization of sidewalk improvements is listed below. Although Old Town is served by sidewalks in select areas, opportunity for new sidewalks, with improved accessibility will extend the connectivity, perceived safety, and comfort for pedestrians.

*Table 4.1 - Recommended 5-year Sidewalk Priority List for sidewalk improvements in order of priority:*

	<b>Street</b>	<b>From</b>	<b>To</b>
1	<b>County Road 43</b>	County Road 44	Lydia
2	<b>County Road 44</b>	County Road 43	Municipal Centre
3	<b>Rideau Street</b>	Clothier Street	County Road 43
4	<b>Bridge Street</b>	Maley Street	Creek
5	<b>Bridge Street</b>	Creek	Van Buren Street
6	<b>Maley Street</b>	Bridge Street	Grenville Street
7	<b>Grenville Street</b>	Maley Street	County Road 43
8	<b>Van Buren Street</b>	Raina Way	Jack Street
9	<b>County Road 44</b>	Municipal Centre	Equinelle
10	<b>Concession Street</b>	Wilson Lot	Prescott Street
11	<b>George Street West</b>	Rideau Street	Sage Development
12	<b>Hurd Street</b>	Clothier Street	South Branch School
13	<b>County Road 19</b>	Colonnade Development	Country Road 43
14	<b>Wellington Road</b>	Forest Creek	Bridge Street

**CONNECTIVITY - Pedestrian Linkages over the Kemptville Creek.** The main public pedestrian access points across Kemptville Creek exist at Bridge Street, Prescott Street and Hurd Street. An additional, solely pedestrian, bridge across Kemptville Creek would allow for increased linkage between Kemptville’s greenspaces. A pedestrian crossing in the vicinity of Riverside Park and the



water facility on the north bank of the Creek would create a valuable community link.

**CONNECTIVITY AND NETWORK EXTENSION - Unopened Road Allowances.**

North Grenville has a unique variety of unopened road allowances. As a secondary support to the Spine Network, these areas should be reviewed on a case-by-case basis for feasibility of development construction. The arrangement of unopened road allowances along Pratt Road and within the area of the currently under development ‘Northwest Quadrant’ have high potential for trail use and consideration – providing direct access to Old Town from eQuinnelle, Settler’s Grant, River Road environs, and beyond.

**CONNECTIVITY AND NETWORK EXTENSION – Scotch Line Road to Limerick Forest North.**

Connectivity, east-west, along the corridor of Scotch Line Road, and its associated unopened road allowances, would create a notable link to Limerick Forest North, the western reaches of North Grenville from Kemptville, and connect to Merrickville. On a case-by-case basis, feasibility for development should be considered. Networking opportunity exists between the works of the Merrickville Trails Association and Friends of Limerick Forest. Walking and riding routes between Kemptville and Merrickville has the potential to become an economic and tourism generator for North Grenville.

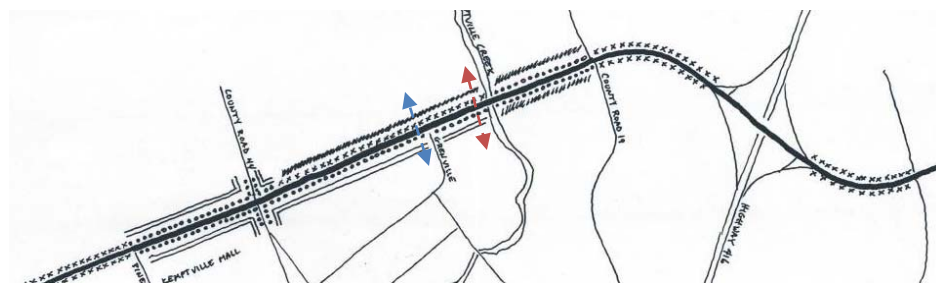


Figure 4.3 Curry Park Multi-use pathway (trail) development at County Road 43. (Under-laying Image: Practical Design Guidelines for the Corridor of County Road 43 as a Public Space, June 2001.)

**CONNECTIVITY, OPEN SPACE AND RECREATION - Curry Park Waterfront Trail.**

Currently underway, the waterfront trail, extending along the north back of Kemptville Creek from the park to the vicinity of Cty Rd. 43 will serve a critical recreational off-road link. Prospective pedestrian crossings over at-grade (blue in above figure) and/or under (red) Cty Rd. 43 should link to this pathway.

**CONNECTIVITY – Pathway along County Road 44.**

The Network Concept Map identifies pathway routing from the intersection of County Road 43/44 north to Beckett’s Landing, passing eQuinnelle and the currently planned Northwest



Quadrant. A dedicated path along County Road 44 within the current Right-of-Way along the west edge of the road, in a path-ditch-road type configuration would create a comfortable pedestrian and cycling linkage to these communities and Old Town Kemptville, the Municipal Centre, Ferguson Forest Centre, neighbouring community facilities and the school.

**CREATING A SENSE OF ARRIVAL AND ORIENTATION - Trailheads** - Creation of a trailheads, most notably at the North Grenville Municipal Centre and the northern section of the U of Guelph Campus in vicinity of the schools and hospital enhance accessibility and orientation of trails and also offer the potential for public use of building facilities such as bathrooms and shower facilities - particularly for out-of-town travellers and tourists. The Municipality is currently under works with the Rideau Heritage Route designing and implementing a Trail Kiosk at the Municipal Centre – an excellent initiative. In addition to the above, trailheads provide parking and enhanced exposure of trails as a healthy life choice – linking key community destinations and communities.

#### **GENERAL**

- Providing multi-purpose off-road trail opportunities (including biking, hiking, equestrian, and areas for appropriate motorized uses) enhances community linkages and recreational opportunity to enjoy the Great Outdoors;
- Enhancing sidewalk connections in the town core is well-voiced in the public questionnaire;
- Providing potential enhancement of the Rideau Heritage Trail, along the waterfront in Ferguson Forest (including the Municipality's kiosk currently in progress at the Municipal Centre) and connections to a potential trail head and boat-top launch for canoes/kayaks in Ferguson Forest has the potential to extend the 'trail network' off land and into the water – 'trails in their broadest sense'.
- Developments such as the Northwest Quadrant Plan, Colonnade Development shall be reviewed thoroughly for their potential contribution to trail linkages, feasibility and construction. Trails shall be integrated into their planning and design.
- Enhancing connections between the Hamlets of Bishop's Mills, Oxford Mills, Oxford Station and Heckston and Kemptville, for cyclists in particular, by undertaking the proposed facility-type improvements will contribute to North Grenville's unique opportunity to promote and develop cycling tourism in the area and link residents to key destinations by bike rather than automobile.



### 4.2.1 Route Selection Criteria

When making decisions about future locations for the proposed community trail network, the following route selection principles were used to help define the character of the trail system as well as assist in the selection of trail routes proposed in the North Grenville Integrated Community Trails Strategy:

- **Safety:** Reducing risks to trail users, motorists, and adjacent landowners and providing facilities that support trail use will be key considerations when selecting routes for North Grenville trail network.
- **Visible:** The route should be a visible component of the transportation and trail system. They should be well marked so that they are easily recognizable and visible by trail users and motorists.
- **Destination Oriented:** Trails should provide access to major destinations in North Grenville including but not limited to Kemptville District Hospital, University of Guelph Kemptville Campus, Ferguson Forest Centre, and downtown Kemptville.
- **Attractive and Scenic:** Active transportation routes should take advantage of attractive and scenic areas, views and vistas.
- **Accessible:** Trails should be accessible from all neighbourhoods and within the rural areas of the Municipality. Specific trails that can be designed to be accessible for those who require wheelchairs will be identified and appropriately signed.
- **Connected:** All routes should be connected to form an overall network that supports connections between existing and planned neighbourhoods, different land uses and beyond municipal boundaries to North Grenville.

These principles should also be referred to in the future when network changes may be considered, new opportunities are identified and when individual routes are entering into the detailed planning and design stage.



**Recommendation:**

- 4-1 *That the route development and selection principles identified in this plan should be considered when future network changes are explored, new opportunities identified and when individuals routes are entering into the detailed planning and design stage of implementation. All new development and public works proposals be required to consult/review/consider the trails strategy.*

## 4.2.2 The Trail Network Concept

### Cyclists

Cyclists come in all ages, shapes, sizes and skill levels and they have different reasons for cycling which range from basic transportation to recreation and physical fitness. The cycling population can generally be divided among the following four groups.

- **Group 1: the “Strong and Fearless”** -This small sector (i.e. 1-2%) of the population are typically highly experienced cyclists, many of whom have been riding for years. They are often quite comfortable riding with traffic, even on arterial roads without facilities such as bike lanes. Within this group are those who ride year-round regardless of weather or road conditions.
- **Group 2: the “Enthusied and Confident”** -Typically in the range of 5 to 10% of the population, these cyclists may ride regularly or infrequently, they generally are comfortable riding on trails and quieter streets without facilities and appreciate the addition of facilities to busier roads, often noting that proper cycling facilities might encourage them to cycle more regularly.
- **Group 3: the “Interested but Concerned”** – This fairly large sector of the population, as high as 90% of all cyclists and 60% of the total population, ride infrequently, indicating that they like to cycle but are afraid to ride in traffic. They typically indicate a preference for pathways and trails, and some note that designated on-road facilities improve their perception of safety, and that designated on-road facilities might encourage them to ride more often. A fairly low percentage of this group ride regularly.



- **Group 4: the “Non cyclist”** – Approximately 30% of the average population is not interested or may not be physically able to cycle.

Recognizing that there is a wide range of experience, skill and confidence levels among cyclists, and that 60-75% of the population may fit into Groups 2 and 3, the provision of a comprehensive network of facilities has strong potential to lead to greater participation in cycling by a broad sector of the population. A network of trail facilities which accommodate all levels of cyclists is needed to develop a connected system linkage to overcome barriers and create links within North Grenville, while at the same time promoting connections between the rural and urban communities as well as surrounding municipalities.

### **Pedestrians**

Improving conditions for pedestrians is more than just creating a network of connecting pedestrian facilities such as trails and sidewalks. Although these facilities are important, the essential element is to create a system that “engages” pedestrians and makes them feel comfortable when using it, rather than a system that treats pedestrians as an after-thought. As the Municipality of North Grenville continues to grow and expand, these concepts must be considered at all stages of development. One of the primary goals of the plan is to improve the environment for pedestrians of all ages, levels, create a system that is accessible for all types of users and encourage more people to walk more often. In particular, improving the safety and comfort for pedestrians traveling along County Roads 43 and 44 is a primary concern.

Key goals of the pedestrian component of the Strategy include improvements to sidewalks on local streets, as well as the support of pedestrian friendly urban design and streetscaping, the improvement of pedestrian connectivity and accessibility and elimination of missing links. These goals are described in further detail below.

#### *Complete Missing Sidewalk Links*

A key step to improving conditions for walking in the Municipality is the process of identifying missing links in the existing sidewalk system on local roads. Missing links in the sidewalk system can act as barriers and can discourage walking which is especially critical in the urban areas of North Grenville.

The Municipality has developed a 5 year sidewalk implementation program. In light of the comments and input from the public, stakeholders and Steering



Committee members as well as field investigations, the priority list should be re-prioritised to address this input. It is also recommended that the Municipality of North Grenville update their sidewalk inventory mapping to include sidewalks proposed in the new development areas of the Municipality, as well as those listed in the 5 year sidewalk implementation program, as shown on page 56 in Table 4.1. With this information along with the existing sidewalk network, the Municipality will be in a better position to identify and map missing links.

#### *Improve Urban Design and Streetscaping for Pedestrian Areas*

As mentioned previously, improving pedestrian activity in the Municipality of North Grenville is more than just installing a sidewalk along a street. It is creating a street and infrastructure that encourages walking. This can be accomplished through adopting appropriate urban design and streetscape design guidelines and practices that address aspects such the provision of pedestrian amenities along walking corridors such as benches and patios, creating lively streets with viable retail shops abutting the sidewalk.

#### **Recommendation(s):**

- 4-2 *Recognize that the North Grenville Integrated Community Trails network will change over time by adding missing links and opportunities offered by unopened road allowances, hydro rights-of-way, existing or abandoned rail corridors, open green space and future roadway improvements.*
- 4.3 *That the Municipality update its sidewalk inventory to include sidewalks proposed in potential new development areas, and once completed, identify missing sidewalk links so that it can be prioritized for future development/implementation. The Municipality should refer to the sidewalk priority list as part of the yearly capital budget process, to select projects to be undertaken.*

#### *Improve Pedestrian Connectivity and Accessibility*

Connectivity for pedestrians is very important. Unlike cyclists, pedestrian trips are usually short and connections that are out of the way or circuitous may discourage walking. Pedestrian facilities, particularly sidewalks and connectivity to off-road trails in subdivisions, are crucial to providing an



effective alternative to the private (single occupant) automobile for trips to and from schools, recreation facilities, community shopping areas, commercial and employment areas. Pedestrian connections should be facilitated in urban centres through the further exploration of a network of sidewalks, and in rural areas through the development of paved shoulder facilities. Further work should be undertaken to create connectivity to existing community facilities such as Riverside Park by developing pedestrian crossings enabling neighbourhoods access to such community amenities.

**Recommendation(s):**

- 4-4 *The Municipality should ensure the safe movement of pedestrians throughout North Grenville by providing safe pedestrian facilities such as:*
- *Safety enhancements to pedestrian crossings on County Road 43;*
  - *Sidewalks of sufficient width; and*
  - *Protective barriers and buffers between streets and sidewalks.*
- 4-5 *Consider the application of the Canadian Institute of Transportation Engineers (CITE) report: “Promoting Sustainable Transportation through Site Design: An ITE Proposed Recommended Practice”*
- 4-6 *The Municipality should develop additional pedestrian crossing over the Kemptville Creek in the vicinity of Pine Hill Road and Riverside Park.*

***Municipality-wide Spine Trails***

The municipality-wide spine routes act as the “skeleton” of the network offering opportunities to move throughout North Grenville along major corridors and also provide the connections/gateways to North Grenville’s neighbouring municipalities. The primary system consists of off-road trails, including abandoned rail corridors, wherever possible and on-road bicycle routes (where links are needed). The municipality-wide system is expected to accommodate:

- Potentially high volumes of use;



- Trail user traffic that may be more destination-oriented and/or utility focused than those using local or special-use trails;
- The widest range of trail users; and
- Links to major destinations such as community centres, schools, significant commercial nodes, and significant tourist destinations.

#### *Off-road Facilities Characteristics:*

- Would be designed to accommodate multiple uses such as cycling, walking, users with mobility-assisted devices, strollers, small wheeled uses such as skateboarding, in-line skating and scooters (where appropriate), cross country skiing (where possible and appropriate);
- Would consider motorized and equestrian activity on a case-by-case basis;
- Would typically consist of a compacted granular surface. Hard surfaced (e.g. asphalt) trails would generally only be found where the trail is located in the public boulevard (i.e. multi-use trails along regional roads), on slopes where erosion of the surface is an ongoing problem, or in parks where paved trails are intended to accommodate a wider range of users such as inline skating and skateboarding;
- May include multi-use trails within boulevards in key locations;
- Would offer the highest density of trailside amenities including benches, signing, washrooms, and trail access nodes (staging areas); and
- Depending on volume and type of use; some sections may be maintained for year-round use.

#### *Local Neighbourhood Trails*

The local system links with the municipality-wide system, creates access to local points of interest, and offers neighbourhood or community recreational loop opportunities. The local system will be designed to accommodate:

- Potentially high volumes of use;
- Trail traffic that tends to be more locally oriented; and
- Connecting routes for users wanting to access the primary system.



### *Off-road Facilities Characteristics:*

- Would be designed to accommodate multiple uses such as cycling, walking, and running; and other uses such as mobility-assisted devices/strollers, skateboarding, in-line skating and scooters will be accommodated where appropriate;
- Would prohibit motorized and equestrian uses;
- Would typically consist of a compacted granular surface, but may include hard surfacing (e.g. asphalt) on slopes where erosion is a problem and parks where paved trails are intended to accommodate a wider range of users such as inline skating; and
- Would offer a moderate density of trailside amenities including benches, signing, and trail access nodes/staging areas.

### *Special Use Trails*

The special use trail system includes routes in designated locations or those that are implemented for a specific use such as “hiking only”. They are directly connected to local and, in some cases, municipality-wide spine routes. These routes may have a local neighbourhood focus, but more often are a destination for specific user groups.

The special-use system consists of only off-road trails and will typically be designed to accommodate:

- Single or restricted use(s);
- Moderate to low volumes of use; and
- Components of the special-use system may not all be linked, potentially including “stand-alone” loops or solitary trail segments for specific purposes.

### *Off-road Facilities Characteristics:*

- Would be designed to accommodate single or limited uses such as hiking. Other uses such as mobility-assisted device users/strollers, skateboarders, in-line skaters and scooter users are typically restricted by the nature of trail alignment, width and surface type;
- Motorized and equestrian uses would be prohibited;



- Typically are narrower and consist of a natural earth or woodchip surface and hard surfacing with appropriate trail hardeners where necessary or dictated by environmental conditions (i.e. boardwalk);
- May use “low-tech” design techniques that are appropriate for the location and volume of use;
- Trail obstructions such as deadfall trees and rocks may remain in place, depending on the setting and intended nature of the trail;
- Typically would offer a low density of trailside amenities including benches, signing, and trail access nodes (staging areas). Site/route specific interpretive signing programs may be implemented where deemed appropriate; and
- May include minor nodes at junction points with features such as bicycle parking, and information signage to inform users of permitted and restricted uses.

The Special Use Trail is typically narrower than both Municipal Wide Spine and Local Neighbourhood Trails to ensure that the facility is in scale and context within the area through which it passes. This creates a challenge from a maintenance point of view as it is not possible to travel these routes with much of the equipment that North Grenville is likely to currently have. Local partners will be invaluable in assisting with maintenance of special-use trails.

***Recommendation(s):***

- 4-7 *The Trail Network Hierarchy as identified in the North Grenville Integrated Community Trails Strategy should be adopted by the Municipality to assist in the planning of trails throughout the community.*
- 4-8 *The Municipality should acquire and develop existing abandoned and to be abandoned rail corridors/spurs for future use as critical multi-use recreation facilities throughout North Grenville and linking to adjacent municipalities.*



### 4.2.3 Facility Types for Consideration and Implementation

#### *Recommended Facility Types:*

1. **On-road cycling routes** – both spine and local (*currently paved*, to receive paved shoulders);
2. **On-road cycling routes** – both spine and local (*currently unpaved*, to receive hardened surface and shoulder, e.g. Tar & Chip);
3. **On-road signed routes** (on-road cycling routes to receive *signage and consideration of 'Sharrow' marking* where appropriate and constructing a paved shoulder is not feasible );
4. **Off-road multi-use trails** – spine and local which will permit non-motorized uses (and may permitted motorized where appropriate);
5. **Sidewalks and pathways** – located *within the right of way* – some will be pedestrian only while others such as those recommended to be built along County Road 43 between the Colonnade Development and County Road 44 (and along County Road 44 from County Road 43 to River Road) shall be considered for multi-purpose use.

#### **The Network Concept**

*Refer also to The Network Concept Map.*

The recommended Integrated Community Trail network, including facility types (refer to *Facility Types Map*) establishes recommendations for a connected network. The estimated cost associated with developing the network and other details pertaining to implementation are discussed in Chapter 6.

Infrastructure priorities are assigned based on logical build-out of the network over time, with the following overall objectives in mind:

- Increasing linkages to the existing trail network supporting urban streets, rural roads and waterways.



- Establishing main corridors and linkages between important community destinations such as schools, community centres and recreation complexes, major sports fields, park space, employment lands and key points of interest throughout North Grenville.
- Making or completing key connections that integrate into existing federal, provincial, regional and local trail systems.
- Making connections between existing facilities in locations where the completion of small missing links results in the creation of a significantly longer continuous trail.
- Scheduling implementation with planned municipal capital projects.

The recommended network is composed of a mix of on-road and off-road facilities designed to respond to the needs of a *range of users* (i.e. recreation and utilitarian/commuter), age and skill levels.

Given there is no one facility type that meets the needs of all users, route and facility selection was based on the route selection principles established and confirmed with Staff, the Steering Committee, stakeholders and the public during the early stages of the study. This also included the study team's judgement regarding the types of users who would be most likely to use the facilities given the location.

In developing this network plan the study team made every effort to balance the needs of users with appropriate routes and facility types. The complete recommended trails network should be viewed as a connected system of different facility types that are designed to be comfortable and convenient for both existing and future users. It is, however, important to note that the trails network has also been designed to evolve as new opportunities to create connections arise.



**Recommendation(s):**

- 4-9 *The trails network and associated mapping as identified in the North Grenville Integrated Community Trails Strategy should be adopted by the Municipality as a blue print for the development of a comprehensive Community Trails network throughout the Municipality of North Grenville.*
- 4-10 *The Municipality and Council should acknowledge that by adopting the North Grenville Integrated Community Trails Strategy, that the multi-function of the trail network as community infrastructure for non-motorized and self-propelled transportation for utilitarian as well as motorized and non-motorized recreational purposes by including the Network Plan developed as part of this Strategy as a Schedule in the Official Plan as part of its next update.*
- 4-11 *The Municipality should include a policy within the Official Plan as part of its next update to indicate that any changes to the network plan or updates to the policies of the Integrated Community Trails Strategy will not require an amendment to North Grenville's Official Plan.*



## 4.2.4 Communications, Marketing and Education

**There is no point in building trails if they are not used,** and North Grenville's trails will not be used without effectively marketing them both within the community and to neighboring municipalities.

### A. Signage

One of the most effective marketing tools for any trail system is its signage, both on the trails and within the community. People regularly report that they do not use trails because: they did not know they existed, they did not know where to find them, and they became lost once they started. Effective signage can correct all these issues:

- I. Extend the design and use of the current **'NGTrails' distinct logo** for the trails and use it consistently. A recognizable symbol will make it simpler for the public to recognize all parts of the system. Once they know that image, they will find it easier to identify trail segments whenever they are encountered. Using the same logo throughout the trail system, including on properties such as within the Ferguson Forest Centre, will make it easier for the public to find, use, and most importantly, trust the trails.
- II. **Use frequent directional signage:** The public, particularly those who do not venture into the forest regularly, often fear becoming lost when on a trail. This fear can be overcome by frequent use of directional signs. This means not only markers to sign the trail route, but placement of maps at junctions, providing street names at road crossings, and signs indicating distances to key destinations.
- III. **Interpretive signage:** In the majority of National Parks, the most heavily used trails are those that feature interpretive signage. Visitors to an area frequently are curious about its natural and cultural history, and a creative interpretive signage can transform what might otherwise be just another footpath through the forest into a powerful educational experience. Parks Canada has created



its first interpretive program that can be downloaded into a SmartPhone.

- IV. **Trailhead signage:** When new trail users find a pathway, they can have no idea what type of experience they will face without an effective trailhead. This should include such information as: where you are in the network, the path of the trail, important landmarks, distances to key features, and other directional and interpretive information. Several visible trailheads should be created, at prominent locations, both to inform the public and to create routes (i.e. trailhead to trailhead).
- V. **Road signage:** Despite all other marketing efforts, the majority of the public will probably learn about the trails either by word-of-mouth or through noticing the trails as they drive. Furthering the undertaking of 'NGTrails' road signage can facilitate knowledge of the trails existence and location. There are three primary types of road signage that should be used:
  - a. *When the trail is on-road,*
  - b. *When an off-road trail crosses a highway,*
  - c. *To mark an upcoming trailhead.*

## B. For Residents

A wide variety of programs and events can be used to educate residents about the trail network and to encourage use of the pathways. The below events and programs for residents (in addition to specific recommendations for visitors and tourists) are recommended 'musts' in terms of trails promotion, marketing, and education:

- I. **Events:** There are a number of national and international events that can take place on trails:
  - a. **International Trails Day:** Held on the first Saturday of June annually. Events take place in Canada and the United States primarily. (Sample Website: [www.americanhiking.org/NTD.aspx](http://www.americanhiking.org/NTD.aspx))



- b. **Bike to Work:** There are daily and weekly events nationally. Bike to Work takes place typically during the first week of June. (Sample Website: [www.smartcommute.ca/en/whats-happening/bike-work-day](http://www.smartcommute.ca/en/whats-happening/bike-work-day))
  - c. **Walk to School:** There is an international movement to promote children walking to school. There are day events and month-long programs, usually held in October, supported by a provincial and national organization. (Sample Website: [www.saferoutestoschool.ca/iwalk.asp](http://www.saferoutestoschool.ca/iwalk.asp))
  - d. **Jane's Walks:** Held in the first week of May every year, Jane's Walks are held internationally in communities to explore neighbourhoods and meet neighbours. Although primarily urban-focused, they include off-road components in many communities. (Sample Website: <http://www.janeswalk.net/>)
  - e. **Terry Fox Run:** In a number of Canadian communities, including Kanata, the Terry Fox Run is held on a local trail. In addition to this particular activity, trails are used widely to hold fund-raising walks, runs, and bikes throughout North America
- II. **Programs:** Special or ongoing activities can be organized that will encourage residents to learn about and use the trails:
- a. **Women's Walks and Bikes:** Many women express concern with being alone on off-road trails. Through the Recreation Department, organize regular walks/bikes that are based on the trail system. Both evening and daytime, and weekend activities have proven successful in other communities, and a number of these groups have evolved into regular walking/social groups that meet without reference to the Recreation Department.



- b. **Trail-Runners Club:** A growing number of distance runners are venturing off-road, rather than remain with street running. Mostly in the 30-55 age-category, these people are often training for long-distance adventure style races or else simply prefer the softer surface of trails to asphalt or concrete. In areas such as Gatineau Park, groups of 10-25 gather on weekend mornings to train together.
  
- c. **Mall-walking:** Seniors in urban area frequently gather to exercise in enclosed malls. They do so because they are protected from the weather and there are nearby amenities. Some sections of the trail, particularly the abandoned rail-line, could create an appropriate site for a “Rural Mall Walk”. As seniors are the fastest-growing component of the population, and walking is their preferred form of recreation, this segment of the population is a prime user of the less-remote sections of the trail system.
  
- d. **Naturalist Walks:** Young people today venture into the forest far less often than their parents did. This situation is so pronounced that it has even been described as “nature deficit disorder”. The trail system, particularly that in the Ferguson Forest, would be ideal for a series of guided walks hosted, perhaps, by the Ottawa Field Naturalists (Website: <http://www.ofnc.ca>). These could be conducted in association with the school system.
  
- e. **Safe Hiker Program:** Hike Ontario conducts a “**Safe Hiker Program**”. This course for day hiking introduces the new hiker to the skills and benefits of walking with special focus placed on safety, sustainability and enjoyment. The recreation program should have one or more of their staff become a Certified Hike Leader so this course may be regularly offered to residents. (Website:



<http://www.hikeontario.com/services/safehikingprogram.htm>)

- f. **CanBike Safety Program:** The Canadian Cycling Association supervises an extensive program of safe cycling instructional courses for youth and adult. The Recreation Department should develop its own instructors so these courses can be offered regularly on the trail in North Grenville. (Website: <http://www.canbike.net>).
- g. **The Yellow Bike Program** is a system where bicycles are made available for use by individuals to borrow as a free method of active transportation. Old Town Kemptville ought to consider a pilot Yellow Bike Program aimed to reduce the use of automobiles for short trips. Examples of the program can be found in Kingston, Ontario and Portland, Oregon.
- h. **Self-guided Routes:** In addition to maps of the entire system, selected route segments of various distances should be mapped and suggested as walking/biking options. These suggested routes would typically start/finish at a designated trailhead and traverse a certain distance of the trail network. I suggest that the routes not be framed in terms of distance, but in terms of time: e.g. thirty minutes, one hour, two hours. These could be printed and placed at trailheads, and/or made available online. Their great advantage is that for new trail users they reduce the uncertainty factor and enable them to have a safe, fun first experience on the trails. I recommend at least five options for each time-segment.
- i. **Geo-caches:** An extremely popular phenomenon, geo-caches are extremely popular both with young people because of their “treasure-hunting” aspect. Aficionados will travel great distances to visit new and potentially interesting caches. Parks Canada has recently instituted a



program of geo-caches at certain parks, and is designing a national program. However, once established, ongoing maintenance and restocking of caches is required.

- j. **Go For Green:** There are many ways that trails can lead to economic development and tourism. The potential that trails have for economic development within a community cannot be understated. In 2004, *Go for Green* released a study outlining the Business Case for Active Transportation. Businesses can reap the benefits of increased promotion of trails and support for the users.
- k. **The Welcome Cyclists Network:** North Grenville, as a partner in this initiative should continue to promote the benefits of being a bicycle friendly business throughout the community. To encourage business to be bicycle and trail friendly, an **Annual Award Program** similar to those in Toronto and other North American cities could be established.
- l. **Incentive Programs:** The Rideau Trail Association has its “End-to-end” badges; the Volksmarch clubs offer crests for each 1,000 km walked; Hike Nova Scotia offers pins for 150, 250, and 500 km walked in a year; Cape Breton Highlands National Park has a “**10 days in a day**” t-shirt contest. (Sample Website: [www.hikenovascotia.ca/distanceawards.cfm](http://www.hikenovascotia.ca/distanceawards.cfm)). Incentive programs are often quite successful, especially with both youth and seniors. Consider offering some types of “**Frequent Trail walker/biker**” pins. One possible variation from the usual distance-based incentives could be the “**Twelve months of trail walking/biking**” requiring three trail uses of a certain distance (30 minute minimum) in every month of a year.



### C. Programs and Events for Visitors

In addition to use by residents, the North Grenville trails can have tourism value, as discussed earlier. A number of clubs/organizations can be contacted in order to attract visitors to the area.

- I. **Clubs:** The region's proximity to the Ottawa metropolitan area means that there are a number of clubs in the region who will have interest in learning about new trail opportunities:
  - a. **Volksmarch Clubs:** There are four in the Ottawa area and another in Kingston. These are interested in walks of at least 10km, and typically plan their annual program six months or more in advance. An Ottawa out-of-town event will see 30-60 participants, usually seniors. (Website: <http://www.walks.ca>)
  - b. **Ottawa Bicycle Club:** They plan rides every weekend throughout the summer and fall, including trips more than 100km in distance. They are always looking for new routes, and favour those with facilities that may be used by their riders. They also organize road races, and will travel to areas outside the City of Ottawa to hold events. (Website: <http://www.ottawabicycleclub.ca/>)
  - c. **Rideau Trails Association:** This group comprises three clubs with more than 1,000 members. Each club conducts guided walks throughout the year, and each holds most of their events on non-Rideau Trail pathways. (Website: <http://www.rideautrail.org/>)
- II. **Events:** There are a variety of special events that can attract visitors:
  - a. **Hiking Festival:** Haliburton has put on an event for the past eight years, and will hold it again this fall. (Website: <http://www.ontariotrails.on.ca/trail-news-events->



2/index.cfm?mode=view&eid=166) I believe that an “**Eastern Ontario Trails Festival**” comprising the regions surrounding the City of Ottawa, held in late-September, early-October, could be a very successful tourism draw for the rural municipalities.

b. **The Hamlets of North Grenville** and the proximity of other historic villages such as Merrickville, provide for a unique opportunity. Based upon the popularity of walking in Britain and numerous websites associated with walks (including maps, destinations, restaurants and pubs, attractions), a system of mapped walks could be developed which shows the best walking routes in the municipality. A website with printable maps and information about the attractions, amenities and type of walk could be developed to encourage this unique opportunity and attract more visitors to the area. Examples of websites on walks include: <http://www.walkingbritain.co.uk/> and <http://www.walkingworld.com/>. This website could be promoted through the tourist groups.

c. **MS Bike Tour** is a key contributor to trails promotion and marketing in North Grenville. The one-day event from Ottawa to Kemptville (this year, 2011, in August) takes bikers along marquee rural roads throughout North Grenville en-route to Ottawa. The Municipality should seek continue involvement with this event. The strategy enclosed seeks to further link and contribute to on-road cycling facilities throughout the Municipality. ([http://mssociety.ca/ontario/bike\\_ottawa.htm](http://mssociety.ca/ontario/bike_ottawa.htm))

#### **D. Other & Existing Communications and Marketing Tools:**

a. **The NGTrails.ca website** provides updates and information on the trails within North Grenville and should be continued to be used as a valuable resource to advertise trails events, programs, and maps.



- b. The Municipality should regularly update **Google Maps** with their trail and bike route information to show trail and cycling routes.
- c. Links to **email distribution lists** ('listservs') on trail information through three listservs – *NG Trails*, *This Week in North Grenville* and the *Green and Growing* can help disseminate trail-related events and programs.
- d. The existing **Facebook** page provides updates on activities in North Grenville and should continue to be used.
- e. The ongoing **Trails Newsletter** created for the promotion of trails and the development of the strategy can be a valuable tool, in conjunction with the above to advertise trails in North Grenville.
- f. Continued updating, expansion, and distribution of **tourist maps** of the existing designated trails – '**Explore North Grenville Trails Map**' and '**Kemptville – Trails in and around town**', including walking tours of Kemptville and the hamlets: Bishops Mills, Burritt's Rapids, Burritt's Rapids Tip-to-Tip Trail, Kemptville - Clothier Street East, Kemptville - Prescott Street, Kemptville - South, Kemptville - Ghost Tour, Oxford Mills, Peltons Corners.

### *Tourist Trail Mapping*

Maps inform users where the routes are located and provide an opportunity to educate trail users through messages such as "**rules of the trail**" and trail user etiquette. Using this Strategy as a guide, the Municipality should consider development of a comprehensive trail map that outlines the types of trails available, the type of uses permitted, level of experience and points of interest that can be used for information on etiquette, emergency contact, safety, visibility and user information and regional context with connections to surrounding municipalities. This would help promote the trails for physical activity as well as for tourism.



Though expensive to produce initially, maps can be updated with the release of new additions as the system grows, making the initial investment pay for itself over time. The GIS Network Management Tool prepared as part of the Integrated Community Trails Strategy is being used as the basis for an update to the Municipality's current trails map, and when complete it will become an excellent tool to communicate to residents and visitors about the location of trails, provide educational information about trail etiquette and to promote North Grenville as a trail-users destination and a place where healthy, active lifestyles can be enjoyed. To assist in offsetting the cost of producing trail maps, many other municipalities have been very successful at selling advertising space on their map. Many have found that once local businesses become aware of the opportunity, they "line up" to have their space on the map as they see the benefit of being associated with an activity that promotes green and active lifestyles.

It should be developed, not only as a hard copy map but also as a web-based map that can be based on the Niagara Region trails and bike route maps. These maps are interactive and provide information on specific scenic routes within the Niagara Region. The development of this map could be done with local and regional partners to create a regional resource promoting the use of trails throughout the area.

#### *Tag Lines & QR Codes*



Tag lines and the use of QR Codes have the potential to help promote trails and their network. This can be done as part of the sign and branding strategy as the tag lines and QR Codes will not only need to be incorporated on giveaways, but will also need to be on signs, at trail heads in particular, maps, pamphlets and other information materials. QR Codes link specific sites and amenities with an associated URL code online. For example, a QR Code posted on a trailhead sign at Ferguson Forest Centre could link to the NGTrails website, or even to a Ministry of Natural Resources website with interpretive information on the natural and historic landscape (*Image: www.wikipedia.com*)



### *Information Dissemination*

North Grenville has already developed a system of disseminating information to the community which has proven to be successful. This should be encouraged to continue and be built upon.

Newsletters should continue on a regular basis (Quarterly, with the changing of seasons, if possible) to continue to encourage the use of trails.



The use of *social media will continue to grow* in importance as the various sites are key information sources and communication methods and for youth in particular. The Municipality should continue to promote the use of trails on their Facebook page and through the email distribution lists ('listservs') that have been set up to promote activities, including trails in North Grenville. Mechanisms such as Twitter can also be used.

*Hard copies of maps, pamphlets, newsletters and other trail-related information should be made available throughout the Municipality, particularly at the Municipal Centre, the new library, partner organizations and interested businesses. Information should also be provided to Ontario Travel Information Centres in Eastern Ontario.*

### *Displays and Information Booths*

The use of displays and information booths at public events such as those attended by the study team (and described in Chapter 3) during the development of the Strategy should continue. The opportunity to provide information to residents and visitors about the existing trails in North Grenville is necessary to continue to promote the benefits that they bring to the community. Any information that is available should be provided at the booths, including walking tour maps, trail maps, newsletters and contact information. These events are wonderful locations to promote new trails that are being developed. This will provide the residents of North Grenville with the opportunity to participate in the development and even the promotion of new trails. Trail development and use is most effective as community-based initiatives, enabling the community to take ownership.



Providing information about the trails in North Grenville, including any potential trails that will be developed in the future and the benefits of trails will help to increase exposure about the trails and encourage their use. Going out to events will continue to expose more residents to the trails within their community and allows for one-on-one discussions about the trails and their benefits.

### *Partnerships*

Developing partnerships can be beneficial to the marketing of trails. Many community groups should be engaged, including Lanark, Leeds and Grenville District Health Unit who can espouse the health (both physical and mental) benefits of trails and the active lifestyles that can result from their use. Other partners can include children and youth organizations, service groups, schools, trail developers and many other local community-based organizations. All can play an important role in the promotion of trails and the increase in use that can result when groups encourage the use of facilities within the community. A plan should be developed to encourage the development of the partnerships, including an “adopt-a-trail” program and corporate sponsorship of trail and trail head development on a larger scale than an “**adopt-a-trail**” program.

### *Community Based Social Marketing*

The use of community based social marketing (CBSM) techniques can lead to more awareness and use of the trail system. This is more than just a marketing and advertising initiative. It is directed at changing behaviours over a period of time through direct contact, prompts, pledges and changing social norms.



*North Grenville has great opportunity to promote the trails for seniors and other user groups by ensuring that all the extended care homes know about the trail route and its condition. The above picture is from Fredericton NB; once the trail was paved an adjacent extended care home started to bring seniors to the trail for exercise and fresh-air.*

Community based social marketing evolved from the social psychology and social marketing streams after it was determined that the social marketing concept was not enough to change behaviour. Therefore, it evolved to become a community based method of influencing behavioural change through direct contact with individuals, prompts, norms, commitments and incentives. It has been applied to transportation in the form of Individual Travel Plans (or Marketing), which is labour-intensive. On a smaller scale it can be used to influence travel choice and can be applied to the increased use of trails, which is recommended for North Grenville. It can be used to increase the use of trails and promote the health benefits to the residents of North Grenville.



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