



B.

**SUMMARY OF
CONSULTATION
ACTIVITIES**

TABLE OF CONTENTS

B.1	The Approach.....	B-1
B.2	What we Heard: a Summary of Input Received.....	B-2
B.3	Understanding the Trends: A Summary of Online Questionnaire Results	B-9



B.1 THE APPROACH

Between July 2013 and February 2014, County staff, in collaboration with a Steering Committee of stakeholders and interest groups and a consulting team from MMM Group undertook a three phased study to complete a County-wide Trails Master Plan.

One of the key objectives of the study was to develop a master plan based on the wants and needs of those who have been involved in the design and development of trails, those responsible for the plan’s implementation and those who will be using the network in the future. As part of the study process, there was a strong focus on engaging and gathering input from local stakeholders and interest groups.

In advance of the study’s initiation, the study team explored the use of different consultation techniques to facilitate public engagement for people of all ages, abilities and interests. The engagement activities that were confirmed formed a formal consultation strategy which was based on the primary goal of achieving community involvement and where possible consensus.

The consultation strategy was used by the study team and the Steering Committee to track consultation initiatives over the course of the study process. Each phase of the study was guided by a consultation goal / objective which helped the study team strategically select a range of public and stakeholder engagement activities. A summary of the consultation goals and objectives as well as the activities which were undertaken are presented in **Table B.1**. They have been organized based on study phase.

Table B.1 – Summary of Consultation / Engagement Activities by Phase

Phase 1 Understanding the Resources – Consultation Activities	
Consultation Goal:	To provide members of the public and stakeholders with key background information and study findings from Phase 1 and to gather input regarding network opportunities and barriers to inform the development of the trails network.
Activities Undertaken:	<ul style="list-style-type: none"> • Public Awareness Campaign • Online Questionnaire • Study Team / Steering Committee Meetings / Roundtable Discussions
Phase 2 – Developing the Plan - Consultation Activities	
Consultation Goal:	To give the Steering Committee the opportunity to “work” collaboratively with the study team to inform key study deliverables including the trails network concept and proposed facility types and to continue to gather public input to inform the development of study findings.
Activities Undertaken:	<ul style="list-style-type: none"> • Ongoing Public Awareness (through Public Awareness Campaign) • Ongoing Online Questionnaire • Study Team / Steering Committee Meetings / Roundtable Discussions • Public Information Centres / Open Houses



Table B.1 – Summary of Consultation / Engagement Activities by Phase

Phase 3 – Finalizing the Plan Consultation Activities	
Consultation Goal:	To provide public representatives with the opportunity to comment on the proposed trails network and study findings and to work collaboratively with the Steering Committee and County staff to develop and finalize the Trails Master Plan Report.
Activities Undertaken:	<ul style="list-style-type: none"> • Ongoing Public Awareness Campaign • Ongoing Online Questionnaire • Study Team / Steering Committee Meetings / Roundtable Discussions • Presentation to Council

B.2 WHAT WE HEARD: A SUMMARY OF INPUT RECEIVED

At each point of public or stakeholder contact, the study team developed ways in which input /commentary could be gathered. Through these interactive engagement venues residents and stakeholders were able to provide valuable input which was documented and incorporated as master plan deliverables were developed and refined.

The following sections provide an overview of the comments that were received from each of the public / stakeholder activities undertaken.

B.2.1 PUBLIC OUTREACH CAMPAIGN

The intent of the public outreach campaign was to increase public and stakeholder awareness regarding the study. The campaign consisted of a number of different outreach and promotion techniques including but not limited to:

- The development of a study webpage, which was updated periodically by County staff with relevant study information. More specifically, as key study deliverables were developed they were uploaded onto the study webpage for the public to review and provide input.
- The development of study notices including a notice of study commencement, notice of a public information centre and a notice of study completion. Once finalized, the notices were published in local newsletters and online to help promote in-person public and stakeholder engagement activities. On each notice the study team also outlined and suggested additional ways the public could provide input / get involved (e.g. the online questionnaire or providing comments directly to study representatives).
- Existing County social media outlets such as Twitter, Facebook and “Speak up Oxford” were used to help promote the online questionnaire as well as the public information centre.
- A study promotional card which was used as another means of distributing key study information. This small business card sized hand-out was distributed at County events and community locations / destinations (e.g. arenas, community centres, libraries, tourism offices, health unit offices, County offices, local municipal offices, farmers markets, shops and conservation areas). The promotional card also included key study information to encourage additional engagement (e.g. study contact information and a link to the online questionnaire and study webpage).



- The study promotional card was printed on a local newspaper with a monthly circulation of 26,500.
- A mobile display board was developed based on the study brand and was used to promote the study and to facilitate involvement. The board was placed at a number of different County destinations along with copies of the study promotional card.
- The mobile display board was brought to meetings with the Oxford Trails Riders and the Norfolk Trail Riders Association, by a public representative. The public representative gave a presentation and distributed the study promotional cards.

Included on the mobile display was background information on the study, a QR code which allowed residents to access the online questionnaire using a smart-phone, contact information for study representatives and information on other means of staying engaged such as a Public Information Centre and the online questionnaire.

Though no input was gathered directly from these methods of study promotion and engagement they helped to increase study awareness and helped to ensure that the master plan and / or trail related issues were in the minds of local residents and visitors. The promotional materials were also used to promote increased attendance at the public information centre and responses to the online questionnaire.

B.2.2 STEERING COMMITTEE MEETINGS

The master plan was a collaborative initiative undertaken by the County and the Trails Steering Committee. The Committee was made up of over 20 representatives including but not limited to County staff from different departments, local municipal staff and Councillors, representatives from the local conservation authorities, the Oxford Cycling Advisory Committee, Oxford County Trails Council, Tourism Oxford, Oxford County Health Unit and local residents.

Meetings with the study’s steering committee were used to provide study updates, submit key study deliverables and to engage in ongoing discussion with County staff regarding trail planning and development. In total there were four Steering Committee Meetings held over the course of the study. The steering committee meeting dates and objectives are identified in **Table B.2**.

Table B.2 – Steering Committee / Study Team Meetings Overview

Date	Objectives
Study Team Meeting #1 / Kick-off Meeting	
<p>July 12th, 2013</p>	<p>A kick-off meeting was used to introduce the members of the consultant team to member of the study team from the County. The group discussed initial study objectives, opportunities and challenges and was considered the formal kick-off to the study. A draft consultation strategy was prepared and presented as well as a refined project schedule.</p>
Steering Committee Meeting #2	
<p>July 25th, 2013</p>	<p>A second kick-off meeting was held between the consultant team, County staff and the Trails Steering Committee. The meeting was used to introduce to the team and to discuss opportunities, challenges and key considerations when developing the master plan. The consultation strategy and some draft promotional materials e.g. the mobile display board and business card were presented for the Committee’s review and consideration. The study team also presented the draft study vision, goals and route selection criteria which meeting attendees were asked to provide comments on. The committee provided comments at the meeting and following the meeting. The comments were reviewed and used to refine the draft materials.</p>



Table B.2 – Steering Committee / Study Team Meetings Overview

Date	Objectives
Steering Committee Meeting #3	
October 30th, 2013	The meeting was used to review and discuss a number of materials which had been developed including the draft candidate route network, master plan table of contents and a set of draft design guidelines including both on and off-road facility design considerations.
	The Steering Committee engaged in a roundtable discussion which focused on the draft candidate routes, however, comments and additional considerations for the design guidelines were also provided. Lastly, the committee and study team members discussed ways the study could be further promoted and additional public engagement could be explored.
Steering Committee Meeting #4	
January 31st, 2014	The meeting was used to present and review the Draft Trails Master Plan Report with the Steering Committee members. An overview of the master plan report was presented, followed by discussion and input on various elements of the report and recommendations.

The goal for each session was to gather public and stakeholder input on the draft trail route network concept (on and off-road routes), some proposed master plan recommendations and next steps.

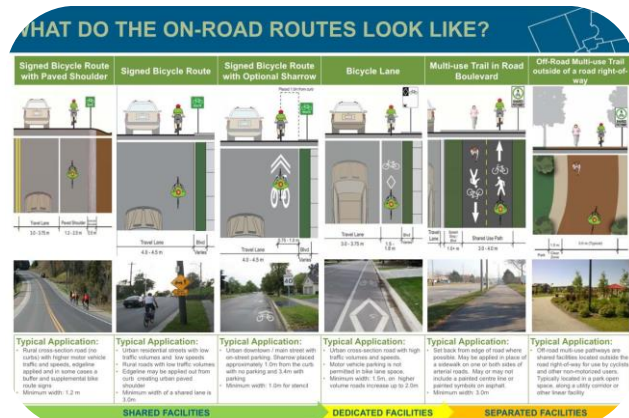
A public notice was developed to promote public attendance for the PIC. The notice was posted on the County's study webpage and emailed to all of those who completed the online questionnaire. It was also published in local media. In order to increase participation members of the Steering Committee were asked to engage local contacts and interest groups to encourage them to attend. The public notice provided details regarding the study context along with the dates, times, and locations of the public engagement events. In total, 52 people attended the sessions (22 in Woodstock, 30 in Tillsongburg).

Documenting the Comments Received

A set of informational and interactive display boards were developed for the open house. The displays illustrated the mapping which had been prepared for the master plan to date including a map of existing on and off-road routes as well as the proposed route network concept. Other displays presented included a summary of the online questionnaire results, route selection criteria, potential facility types and potential promotion / outreach initiatives.

B.2.3 PUBLIC INFORMATION CENTRE / PUBLIC OPEN HOUSE

The Public Information Centre (PIC) / Public Open House was held at the Oxford County Administration Building on Thursday, November 23rd, 2013 from 6:00 p.m. to 8:00 p.m. and at the Tillsongburg Community Centre on Wednesday, December 4th, 2013 from 6:00 p.m. to 8:00 p.m. Two open house locations were selected in order to facilitate public input from across the County.





SUPPORTING / PROMOTING TRAILS COUNTY-WIDE

Engineering	Education	Encouragement
<p>The way facilities and amenities are planned, designed, constructed and maintained.</p> <ul style="list-style-type: none"> - Use Design Guidelines from the Master Plan & Ontario Traffic Manual (OTM) Book 18 Bicycle Facilities - Update existing County and local municipal design standards to incorporate on and off-road facilities - Establish guidelines for trail and cycling facility maintenance - Incorporate policies which support the County's Trail objectives - Update the Master Plan in a timely manner and address opportunities and challenges as they arise 	<p>Providing users with important information regarding how and where to safely use active transportation infrastructure.</p> <ul style="list-style-type: none"> - Develop hard copy and electronic educational information about safety and facility use - Develop a tourism and promotion map or update existing County or local municipal promotional mapping - Enhance the existing Trails webpage to incorporate other trail information or material - Coordinate with County tourism, public departments and local school board partners for opportunities to provide user education 	<p>Promoting the use of the active transportation network as well as active forms of transportation on a daily basis.</p> <ul style="list-style-type: none"> - Organize a bicycle mentoring program for local employers - Incorporate trip-and-ride facilities at key destinations - Work with interest groups to plan weekly group rides or hikes - Work with bike shops to promote and encourage the use of the trails network - Ensure bicycle access to municipally-owned buildings and key destinations throughout the County and its local municipalities
<p>Ensuring the users of the trail network understand and adhere to the rules and regulations.</p> <ul style="list-style-type: none"> - Develop trail patrols with help from local interest groups and staff - Collection of data to help identify potential problem areas throughout the trail network - Work with enforcement officials at the local and County levels to enhance enjoyment for all users 	<p>Monitoring the success of facilities and programs and making the necessary adjustments and improvements.</p> <ul style="list-style-type: none"> - Complete trail counts - Encourage ongoing communication with user groups to understand where and how the trails are being used, and where improvements need to be made - Establish performance measures and ongoing communication of Master Plan successes 	<p>How will the trails be built, properly used, promoted, and evaluated?</p>

OXFORD COUNTY'S TRAILS MASTER PLAN | PUBLIC INFORMATION CENTRE | NOVEMBER 2013 MGM GROUP 14



A number of interactive display boards were prepared to gather input from participants. The interactive displays included:

- The Route Network Concept & Existing conditions maps where attendees were asked to provide their suggestions, changes, additions or comments to the routes identified.
- An assessment of the proposed route selection criteria including a matrix where attendees were able to select the top three route selection criteria that they felt are key considerations for developing the trails network.
- A ranking table which asked attendees to provide their input on suggested trail and cycling promotion and outreach initiatives and how much influence they would have on encouraging people to use trails or cycle throughout the County.

A number of comments were provided on the map boards to both the existing conditions as well as the proposed route network concept. The following graphics illustrate some of the comments that were provided.



Table B.3 is a summary of each of the comments that were received / directly marked on the maps.

Table B.3 – Summary of Input / Comments Document of Map Display Boards

Input Received from Network Mapping Interactive Display Boards
<ul style="list-style-type: none"> • Develop maps with colour coding to show various uses in different locations and loops. • See Tillsonburg Downtown Study and Tillsonburg website for routes in the downtown area. • Difficult crossing on Bayham – Tillsonburg Townline and Highway 3. • Steep grade (topography issues) on Trans Canada Trail south of Concession St. in Tillsonburg.



Table B.3 – Summary of Input / Comments Document of Map Display Boards

Input Received from Network Mapping Interactive Display Boards

- Potential trailhead location near Broadway St. and abandoned rail corridor.
- Potential trailhead location near Quarter Line and abandoned rail corridor.
- Tillsonburg should implement and maintain a rail trail in partnership with the County.
- A desired connection was added on Washington Grande Ave. from the Trans Canada Trail to Rolph St.
- A formalized trail currently exists through Harris Woods.
- Can a trail connection be made to the new subdivision west of Harris St.?
- Can a trail connection be made from the current terminus of Lawson Trail to Thames St. S.?
- Signage on trails to educate users (e.g. cyclists are fast / quiet and horses are unaware of approaching cyclists).
- Desire to implement trails on side roads, abandon rail corridors and have connections to parking and gate access from municipal offices.
- The South West Ontario Draft Horse Club currently has 107 members.
- Please refer to Ganaraska Trail, Dundas Valley and Dufferin Forest for equestrian trails.
- Potential staging areas were noted along the Thames River in Woodstock.
- Add existing trail loop system south of Thames River and north of Lansdowne Ave. in Woodstock.
- Existing parking on Township Rd. 4 east of The Pines.

Table B.3 – Summary of Input / Comments Document of Map Display Boards

Input Received from Network Mapping Interactive Display Boards

- A desired connection was added from the current terminus of the Upper Thames River Conservation Authority trail to Innerkip.
- A desired connection / loop trail was added along Wildwood Lake.
- Standard Tube Burgess Park should remain unconnected but needs improvement.
- Revise desired connection along Nith River to display an existing off-road multi-use trail.
- Bird watching station south of Road 96 in Zorra.
- Reforestation area south of Wildwood Lake in Zorra.

For the interactive display board regarding the assessment of Route Selection Criteria, attendees were invited and encouraged to place a check mark beside the criteria that they support.

The input received indicates that the respondents value:

- Visibility;
- Connectivity; and
- Context Sensitivity, as the most important criteria for route selection and design.

Figure B.1 illustrates the final findings from this exercise. In addition to those criteria listed, an attendee also added the need for additional features to accommodate equestrians along trail linkages. At both public events there were a number of public representatives who attended to express their support for equestrian trail use; however, it was at the Tillsonburg location where the majority of discussions regarding this topic occurred.



The final interactive board asked attendees to rank the level of importance they placed on suggested promotion and outreach initiatives. The initiatives which were identified are intended to be used to help promote the use of trail facilities, educate users on the safest ways to do so and to increase a users' level of comfort. **Figure B.2** illustrates the board marked with the publics' input.

Input received indicates that attendees feel that the following promotion / outreach initiatives would have the greatest influence on the number of trail users or cyclists throughout the County:

- Enhanced route mapping and information provided in a variety of formats (e.g. print, signage, interactive online mapping, etc.)
- Additional opportunities to provide input throughout the implementation of the master plan.
- Regular communication with the County regarding the implementation of the network, the status of specific projects and other master plan achievements.

Consistent with input received from the steering committee and through discussions with County staff, these responses establish a clear support and request for increased communication between the County and existing trail users, developers and designers (e.g. the Oxford County Trails Council). There is a strong need for specific roles and responsibilities as it relates to the implementation of the master plan and a strategic approach for future communication.

In addition to the interactive display boards, attendees were encouraged to complete a comment form and answer questions regarding trail enhancement and development throughout Oxford County. **Table B.4** summarizes the input which was received on the comment forms.



HOW WERE THE ROUTES SELECTED? HAVE YOUR SAY!

<p>Visible: Trails should be a visible component of the County's recreation and transportation system and clearly identified through signage.</p>	✓✓✓✓✓✓✓✓✓✓	<p>Linked: The off-road trail network will be seamlessly connected to a complementary network of on-road cycling routes. Where it is not possible to provide off-road connections in the trail network, on-road links will serve as the main connectors. Trails may be located on public lands, but may also include private lands where a mutually acceptable agreement can be reached.</p>	✓✓✓✓✓✓✓✓✓✓
<p>Connected: Trails should be connected to form a continuous, linked network throughout the County. Connections will be provided between population centres, public lands, important destinations and neighbouring municipalities. Where possible the off-road network will be connected through existing public open space (e.g. parks, utility corridors, unopened road allowances, County forest tracts etc.).</p>	✓✓✓✓✓✓✓✓✓✓	<p>Accessible: To the extent that is possible and practical, trails will be designed to be accessible for users of all levels of physical ability. Where possible, trail facilities will be designed to be consistent with the Accessibility for Ontarians with Disabilities Act. Signs will communicate the level of accessibility so users can make informed decisions about using various trails.</p>	✓✓✓✓✓✓✓✓✓✓
<p>Convenient: Trails should be easy to access from all areas throughout the County and should be supported by trail amenities e.g. parking, signs and mapping.</p>	✓✓✓✓✓✓✓✓✓✓	<p>Context Sensitive: Trails should provide opportunities for users to experience and learn more about Oxford County's natural and cultural heritage assets. Trails should be appropriately located when associated with natural heritage features. Each site's characteristics will be carefully considered when the alignment is refined and design details are being developed.</p>	✓✓✓✓✓✓✓✓✓✓
<p><i>padding to accommodate horse trailers ✓✓✓✓✓✓✓✓✓✓</i></p> <p>Sustainable and Well Designed: Sustainability will be a key consideration in the alignment, design and selection of materials for the trail system. Supportive facilities such as benches, garbage receptacles, information signs and bicycle parking should be located at trail nodes and key destinations where they can be easily serviced.</p>	✓✓✓✓✓✓✓✓✓✓	<p>Responsive to Safety Concerns: Reducing risks to users and providing comfortable facilities creates user confidence. Acceptance of the network can be instilled in users by reducing real and perceived risk. Public safety will not be compromised in the interest of minimizing the cost to create or maintain trails.</p>	✓✓✓✓✓✓✓✓✓✓
<p>Diverse: The trail system should appeal to a range of user abilities and interests. As such, the network should consist of a hierarchy of route types in a variety of locations throughout the County to accommodate a variety of trail experiences.</p>	✓✓✓✓✓✓✓✓✓✓	<p>Expandable: The network will be strategically planned to allow for future opportunities and to provide linkages to surrounding municipalities, regional, provincial and national trails. In areas of new development, planning for on and off-road trail facilities will be incorporated into the land use planning and site plan development process.</p>	✓✓✓✓✓✓✓✓✓✓
<p>Cost-Effective: The cost to implement and maintain the trail network facilities and supporting programs will be affordable and appropriately scaled for Oxford County. To assist in offsetting costs, opportunities for funding programs and partnerships with other agencies and organizations will be explored wherever possible.</p>	✓✓✓✓✓✓✓✓✓✓	<p>HAVE YOUR SAY!! Please put a check mark beside the 3 criteria that you think are the most important to consider when developing trails in Oxford County.</p>	

OXFORD COUNTY'S TRAILS MASTER PLAN | PUBLIC INFORMATION CENTRE | NOVEMBER 2013 MMM GROUP 10

Figure B.1 – Interactive Display Board of Route Selection Criteria

WHAT WOULD ENCOURAGE YOU TO USE TRAILS?

Use a check mark - to rank the importance of each of the promotional / outreach initiatives below:

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Public events related to trails, cycling and / or active transportation	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		
Access to educational materials regarding safe and proper use of off-road trails and on-road cycling facilities	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		
Promotional materials available at local businesses	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		
Opportunities to provide feedback during the implementation of the Master Plan	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		
Regular communication with enforcement officials regarding the enjoyment of the trails network	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		✓
Opportunities to take part in organized user education programs (e.g. learn-to-ride programs)	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		
Regular communication from the County regarding the implementation of the network, the status of specific projects or other Master Plan achievements	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		
Enhanced mapping and route information in a variety of formats (e.g. print, signage, interactive online mapping etc.)	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓		

OXFORD COUNTY'S TRAILS MASTER PLAN | PUBLIC INFORMATION CENTRE | NOVEMBER 2013 MMM GROUP 15

Figure B.2 – Interactive Display Board of Potential Outreach and Promotional Initiatives



Table B.4 – Summary of Comments from PIC Comment Forms

Key Highlights from Comment Forms Received

- The expansion of a variety of trails is an excellent idea.
- Multi-use trails need to work together (e.g. summer walking or horseback trails can make good winter cross-country skiing trails. Snowmobile and ATV trails on old rail corridors also make sense).
- Trails need to connect to other Counties to promote eco-tourism.
- Trails that should be considered a high priority to implement including the Sweaburg Swamp Trail, Trillium Woods Trail, Foldens Reforestation Area trails, Oxford Thames River Trail and the Beachville Trail.
- Trails should be promoted on the County’s website, Tourism Oxford’s website, public libraries, municipal websites and through various associations.
- Coordination with UTRCA is essential.
- Public education is needed through a variety of clubs, associations, and schools using staff and volunteers.
- Accommodate horse riders with dedicated and mixed use trails.
- Trails should be brought back to a more natural state.
- Horses should be allowed on Standard Tube Trail.
- Connection of trails is an excellent source for creating tourism but there should be a concern with trail running from Woodstock to Ingersoll with the proposed dump.
- Dogs should be on leashes on all trails.
- Cyclists should not be allowed on trails that are winding or have low visibility.

The comments received at the PIC were used to refine the Proposed Trails Network Concept. The input was also used to identify and / or refine the master plan recommendations and promotion and outreach initiatives.

It can be concluded that all those that attended the PIC were very supportive of improving trail facilities throughout the County and in local municipalities. There was significant enthusiasm from a number of different trail user groups and a commitment to helping the County with the plan’s implementation where possible.

B.3 UNDERSTANDING THE TRENDS: A SUMMARY OF ONLINE QUESTIONNAIRE RESULTS

A questionnaire was developed using the online service SurveyMonkey (www.surveymonkey.com) and was hosted between August 2013 and January 2014. The questionnaire provided the study team with valuable data on existing trail trends which helped to inform the development of the network and key master plan recommendations / initiatives.

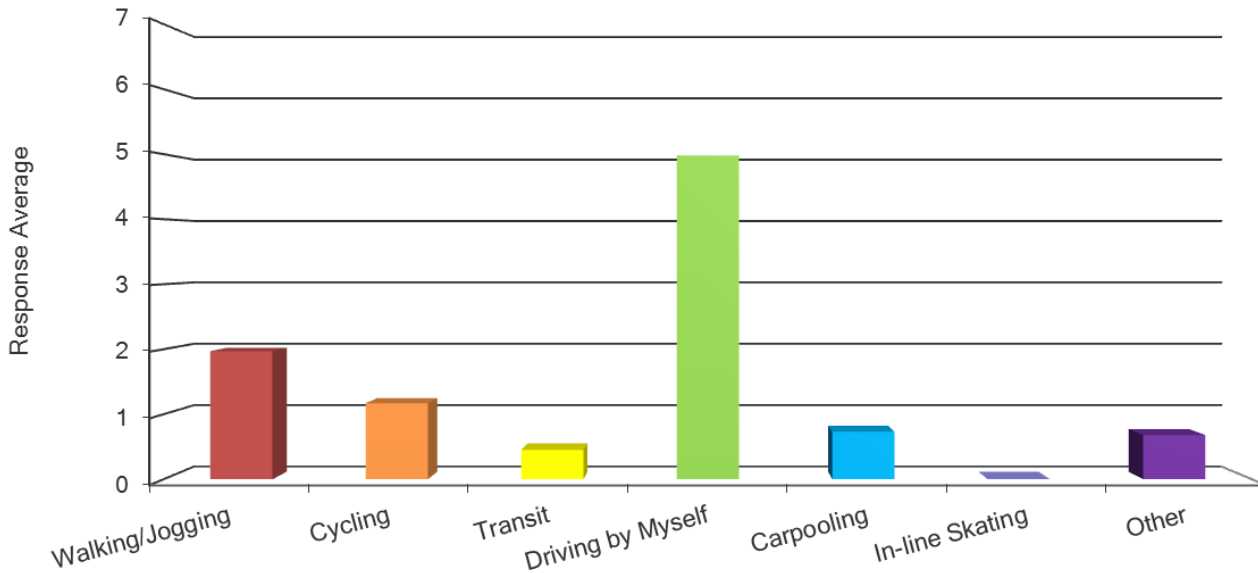
The Trails Master Plan online questionnaire was comprised of 24 questions and was intended to be a short data gathering exercise. The questionnaire received a total of 274 responses.

The following figures and tables provide a summary of key questionnaire results and have been organized based on their order in the questionnaire.



Question 1:

Thinking about your typical weekly routine, please identify the number of days a week (between 0 and 7) you travel to and from your place of work, school or other most frequent destinations, using the following types of transportation.



Response Findings: Respondents tend to drive by themselves 5 days a week to and from their place of work, school or other destinations. Walking, jogging and cycling are predominantly used as a preferred mode of transportation for 2 or fewer days a week.

Potential Conclusions: The results identify the potential for increased levels of trail use should additional infrastructure be developed. Though, it is not realistic to expect people to walk or cycle year-round or for every trip given the climate and the geography of Oxford County, there is still a considerable opportunity to increase the frequency of trail use and active forms of transportation by generating a more connected and continuous system in both the urban and rural areas of the County.

Question 2:

Question 2 asked those who responded “other” to Question #1 to provide additional details on the mode of transportation that they use for their day to day activities.

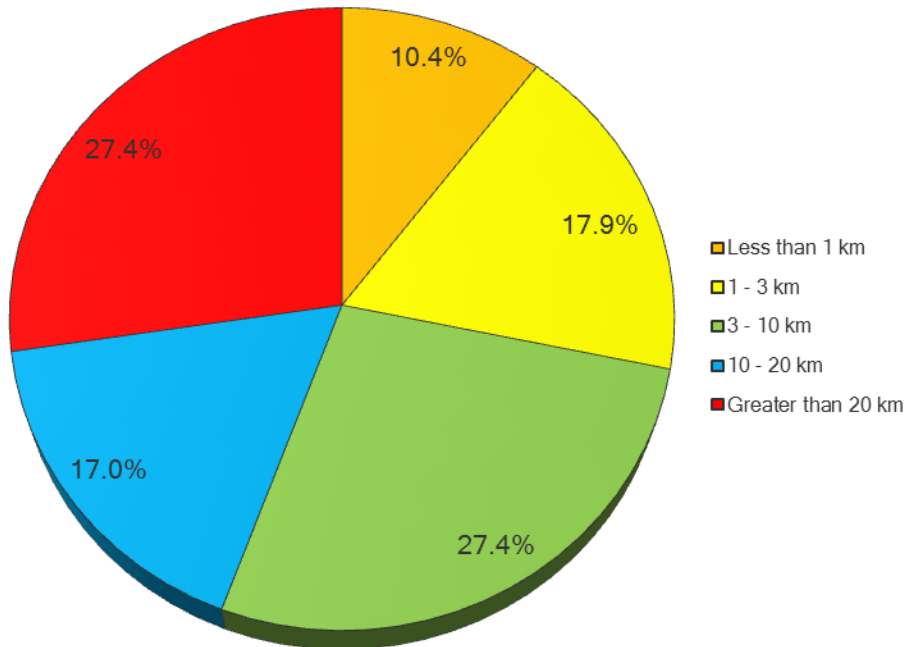
Response Findings: There were a number of responses provided; however, the most frequent indicated a high frequency of retired individuals did not feel that the question suited their daily activities as well as horseback riding.

Potential Conclusions: Responses to Question 2 indicate a need to provide routes and facilities to accommodate equestrian use. In addition, with a large number of respondents who indicated that they were retired, the trend for trail use was more focused on recreation than active commuting / utilitarian travel.



Question 3:

What is the approximate distance from your home to your workplace / school / other most frequent destination?



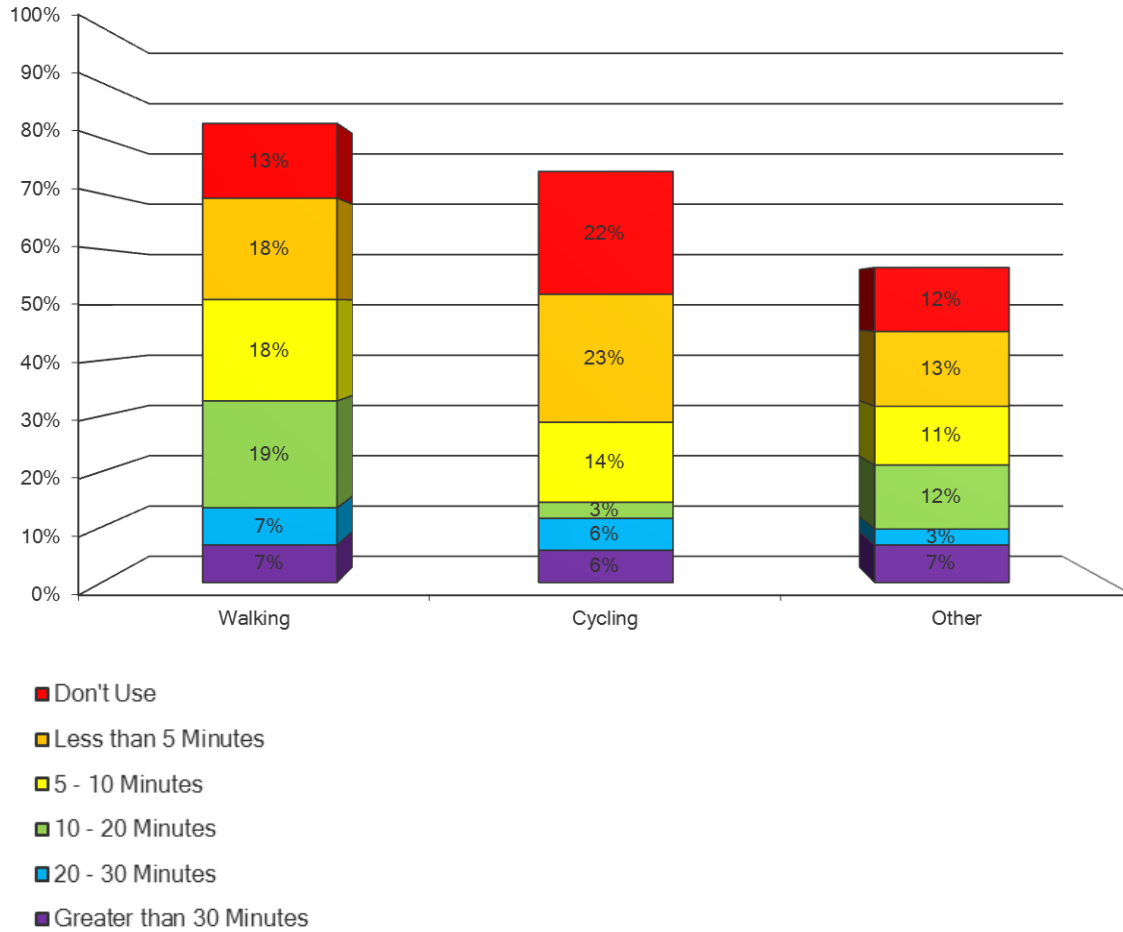
Response Findings: Based on the responses, 55.7% of respondents live within 10 km or less of their workplace or school and 44% have a commute of 10 km or greater.

Potential Conclusions: Research shows that individuals who have a commute of 10 km or less are more likely to explore active transportation as an alternate mode to the single occupant automobile. Responses indicate that there is almost an even split between those who have a 10km or less commute and those who have a greater than 10km commute. As such, there is the potential to identify some areas within the County where people may explore active or alternative modes of transportation for daily activities, however, the focus for trail use is more likely to be recreation based.



Question 4:

How long does it typically take you to access the nearest trail that you use most frequently?



Response Findings: Responses indicated that the majority of respondents experience a walking travel time of 10 minutes or less (36%) to access the nearest trail. When cycling to a trail, 37% of respondents indicated that it took them 10 minutes or less. A number of respondents indicated other forms of transportation which are used to access trail facilities including, car, equestrians and ATVs.

Potential Conclusions: As 36% of respondents are within a 10 minute or less walking trip and 37% are within a 10 minute or less cycling trip, there is a great potential to increase the number of users on these existing facilities. This could also indicate a high demand for new / additional facilities. Results also indicate a total of 35% of respondents who do not walk or cycle to access trails in the County. These findings could demonstrate the need for additional promotion and outreach initiatives to encourage residents to engage in active transportation and recreation within their own community. The responses which identified “other” modes of transportation (e.g. car, equestrian, ATV, etc.) to access trails demonstrated the need for additional consideration as it relates to “other” trail users when designing and developing trail facilities.



Question 5:

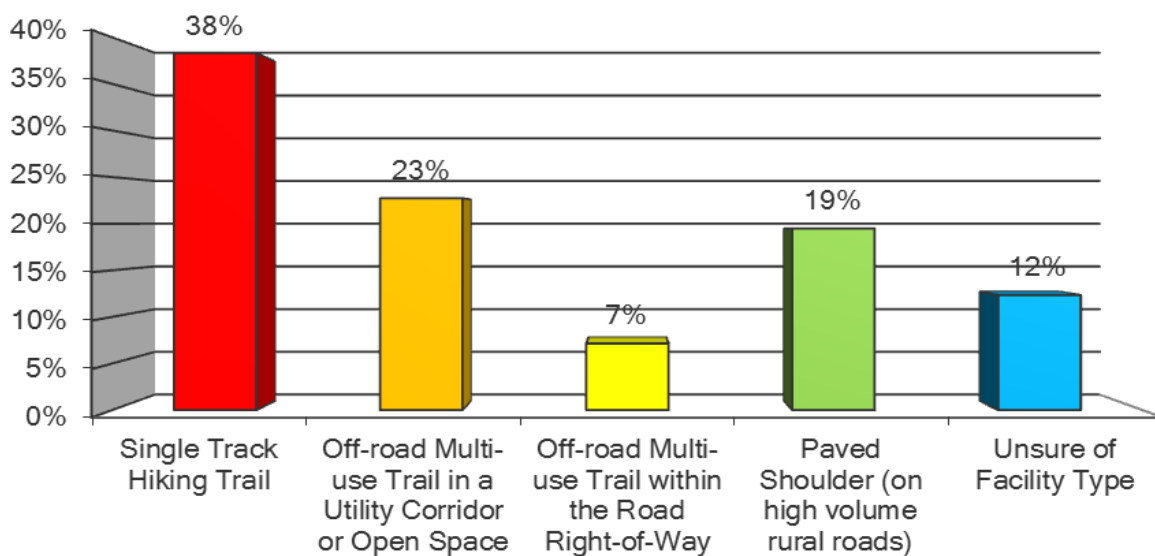
Question 5 asked respondents of Question 4 to provide additional details on the trail location that they use most frequently.

Response Findings: The trails most commonly noted by respondents included trails found in conservation areas, County forests, Lawson Tract, Pittock Trail, Trillium Woods, Trans Canada Trail, Wildwood Lake and local municipal park trails. In addition responses also indicated the use of on-road connections including Highway 59, Springbank Road in Woodstock and Landsowne Avenue.

Potential Conclusions: Responses indicate a strong support for off-road trails in natural areas throughout the County as well as on-road linkages which provide direct connections to major urban areas or community destinations. Responses also indicate the support and demand for increased equestrian opportunities on off-road trail connections. The master plan and trails network aim to provide alternatives for all user groups considered, where possible, and a range of on and off-road facility types for people of all ages and abilities.

Question 6:

What types of trail or cycling facilities do you typically use in Oxford County?



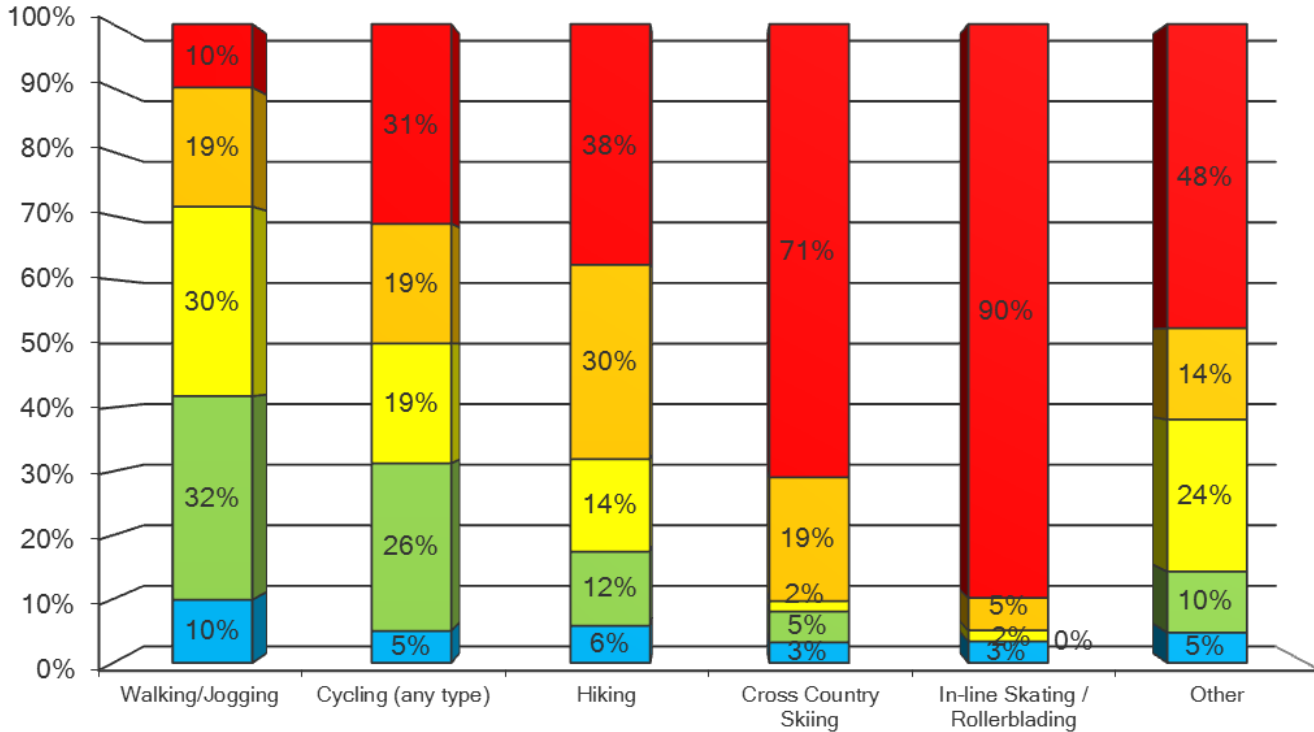
Response Findings: 38% of respondents indicated that they primarily use single track hiking trail followed by 23% who use off-road multi-use trails in a utility corridor or open space and 19% that cycle on paved shoulders (on high volume rural roads).

Potential Conclusions: Responses indicate that those who engage in active forms of transportation and recreation typically use facilities which provide a designated space for pedestrians and cyclists away from motor vehicle traffic. There are a lower number of responses for off-road multi-use trails within the road right-of-way and paved shoulders than for single track hiking trails and off-road multi-use trails in an open space or utility corridor. The results could be influenced by the fact that there are few paved shoulders and multi-use trails within road rights-of-way in the County. In addition, it is also very telling that 12% of respondents indicated that they were unsure of the facility type that they used. This indicates an increased need and demand for trail and cycling awareness including what the different trail types are and how they are to be used safely.



Question 8:

How often do you use multi-use trails in the County to participate in the following activities?



- Never
- A few times a year
- A few times a month
- A few times a week
- Every Day

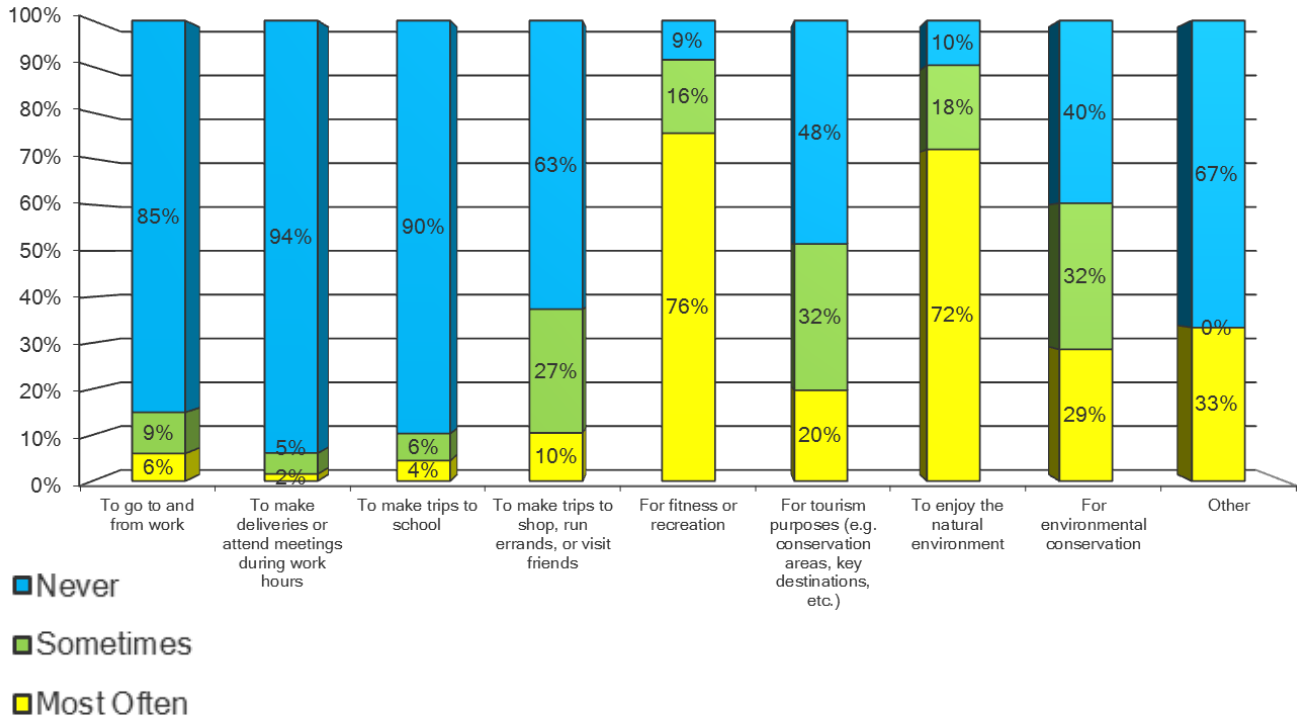
Response Findings: Results indicate respondents engage in walking and cycling for the greatest proportion of their active transportation and recreation trips. More specifically 42% of respondents walk or jog either a few times a week or every day and 31% cycle a few times a week or every day. There are also a significant number of responses for hiking – 32% indicated that they hike a few times a month or more.

Potential Conclusion: The findings from this question support the master plan’s focus on pedestrian and cycling activities as primary trail user groups. The responses show a high demand for daily walking and cycling alternatives / facilities which support the expansion of the on and off-road network County-wide. In addition. The high number of responses in support of hiking indicates the demand for increase or improved active recreation opportunities, more specifically off-road trails. As identified in previous responses, a number of respondents indicated “other”, such as equestrian use and snowmobiling, as mode of choice for trail use. The responses / trends from Question 8 are consistent with the conclusions drawn from Question 4.



Question 9:

Please select the reasons why you use trails or cycling facilities in Oxford County.



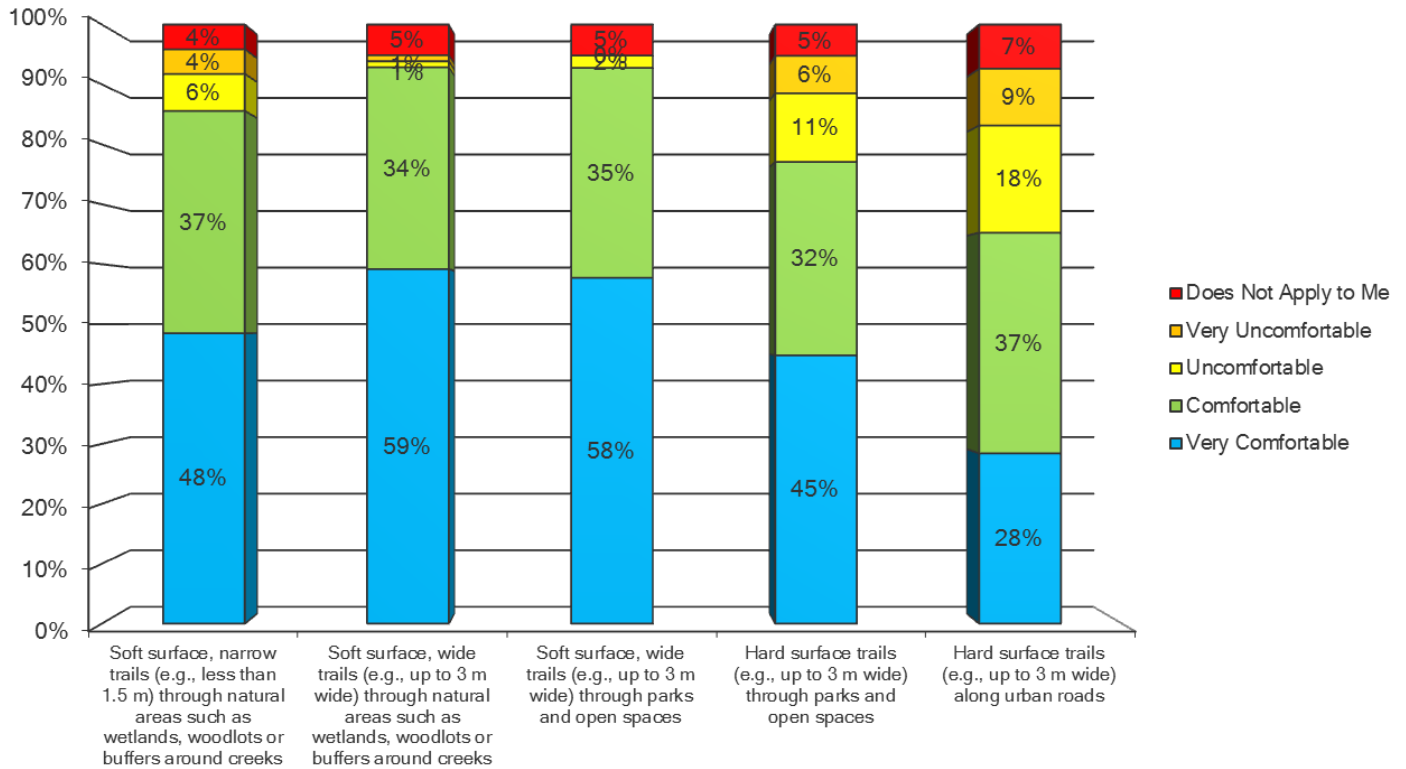
Response Findings: Responses indicate that trails and cycling facilities in the County are predominantly used for fitness or recreation with 76% of respondents indicating that they use trails for this purpose most often. This is followed by significant support and emphasis placed on enjoying the natural environment (72%). The least amount of support was placed on making deliveries or attending meetings during work hours, to make trips to school and to go to and from work. Each of their responses indicated 85% or over who never engaged in active transportation or recreation for these purposes.

Potential Conclusions: The results generated from this question support a common trend in many municipalities which are comprised of a mix of urban and rural land uses. When communities are further apart and commuting distances increase there is a decrease in trips made by active forms of transportation as shown by the 85% of respondents who never use trail or cycling to go to and from work and the 90% of respondents who never use trail or cycling facilities to make trips to school. Although distance between destinations in the rural area is an important factor to consider, these results may also be due to the lack of infrastructure, current land use planning practices as well as a lack of promotion County-wide to encourage people to engage in active transportation for daily activities.



Question 10:

For each of the following trail types please indicate your personal comfort level. Soft surfaces include loose materials such as compacted gravel / stonedust or woodchips. Hard surfaces include paved materials such as asphalt.



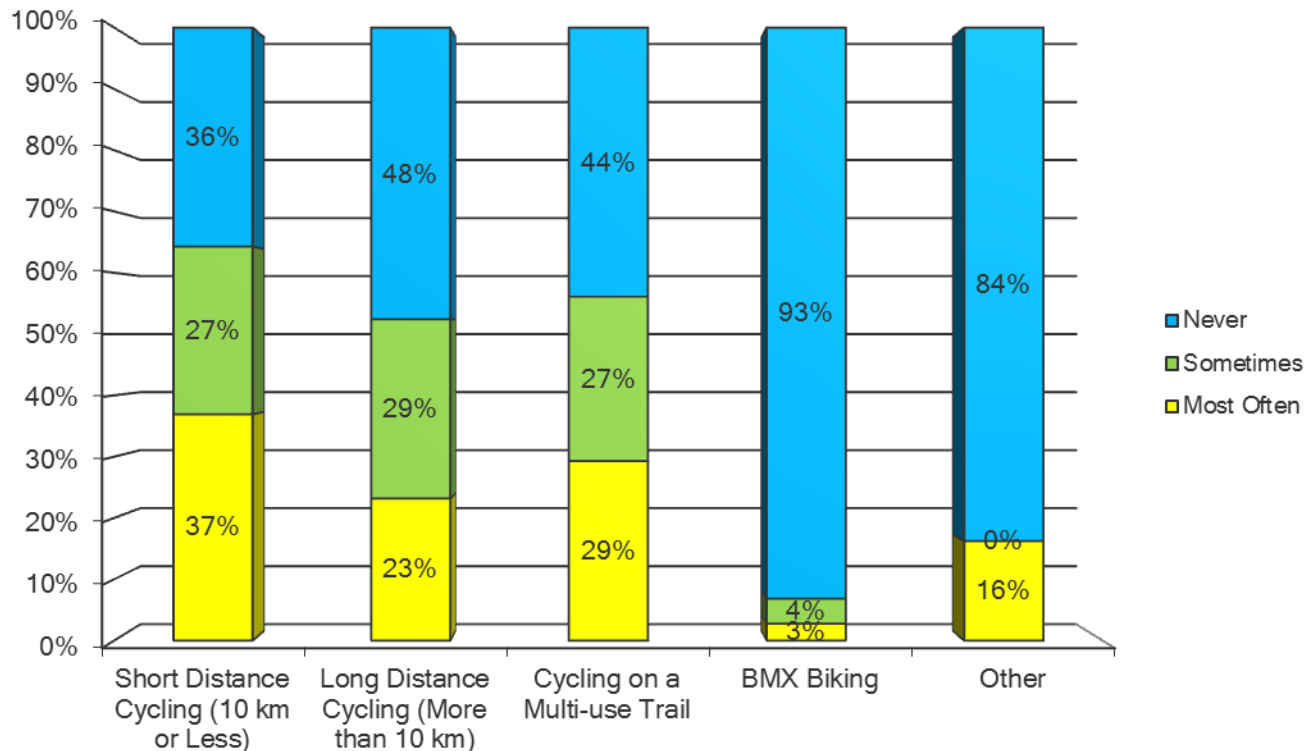
Response Findings: Respondents indicated the highest level of comfort with soft surface wide trails through natural areas (95% were very comfortable or comfortable) and soft surface trails through park spaces (93% were comfortable or very comfortable). The facility type which had the least amount of support was hard surface trails along urban roads.

Potential Conclusions: In order to inform the identification and selection of preferred trail facility types the study team asked questions about the respondents' level of comfort with different trails. The results from this question are consistent with the conclusions drawn from the results in Question 6; as 38% of respondents report using single track hiking trails and 23% use off-road multi-use trails in a utility corridor or open space. Respondent's level of comfort with soft surface trails in natural areas or parks and open spaces is also consistent with findings from question 9 which indicate one of the primary reasons for trail use as experiencing and appreciating the natural environment. Respondents' lack of comfort with hard surface trails along urban roads may occur because of the lack of these facility types County-wide and the recreational focus of current trail users.



Question 11:

If you use trails or other facilities to cycle within Oxford County, please tell us about the type of cycling you do and how often you cycle.



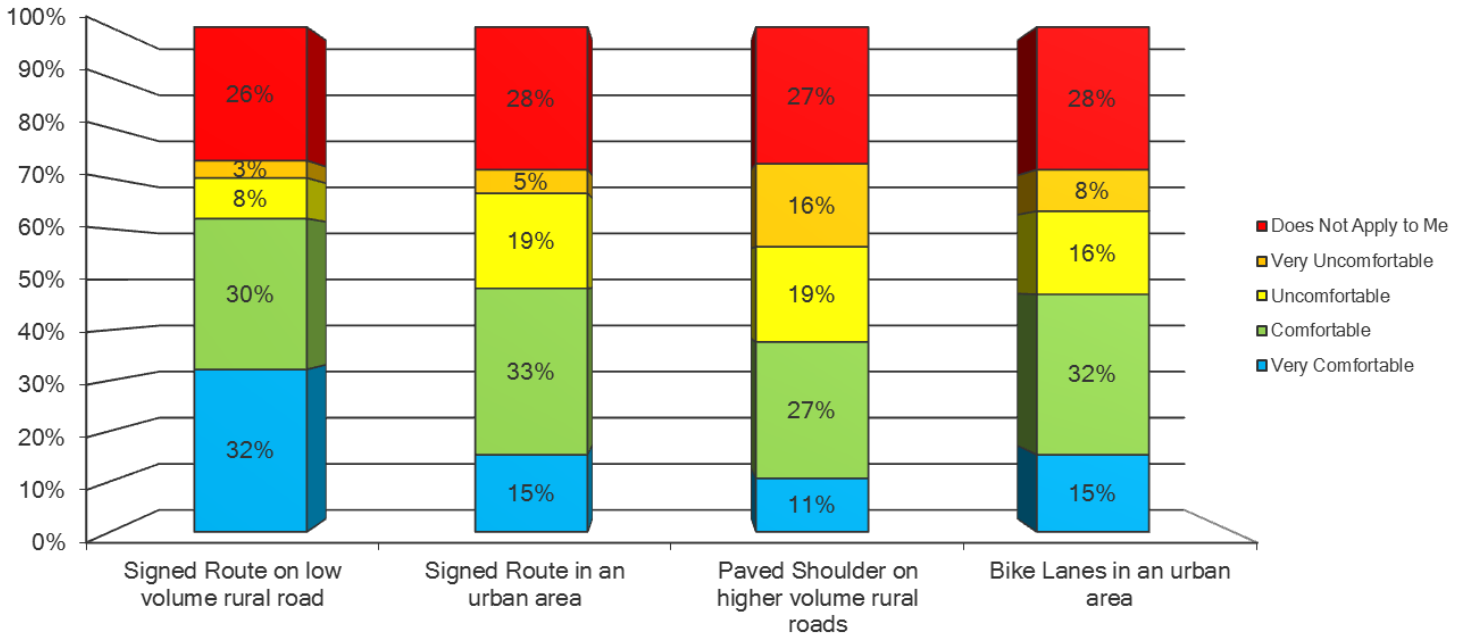
Response Findings: Respondents indicate that they most often (37%) engage in short distance cycling trip when using cycling facilities in the County. This is followed by a significant proportion of respondents who choose to cycle on a multi-use trail (29%). There are the fewest number of BMX cyclists with less than 10% who indicated that they sometimes or most often engage in this cycling activity. Additional comments were provided regarding “other” types of cycling including cross-county mountain biking and short distance mountain biking. In other cases some respondents used this as an opportunity to voice additional support for other trail uses including equestrians, ATVs and snowmobiles.

Potential Conclusions: Responses indicate the most support for short distance cycling trips (10km or less) which is consistent with much of the research regarding recreational and utilitarian cycling – please see responses to question #3.



Question 12:

For the following types of cycling facilities, please indicate how comfortable you are using each one.



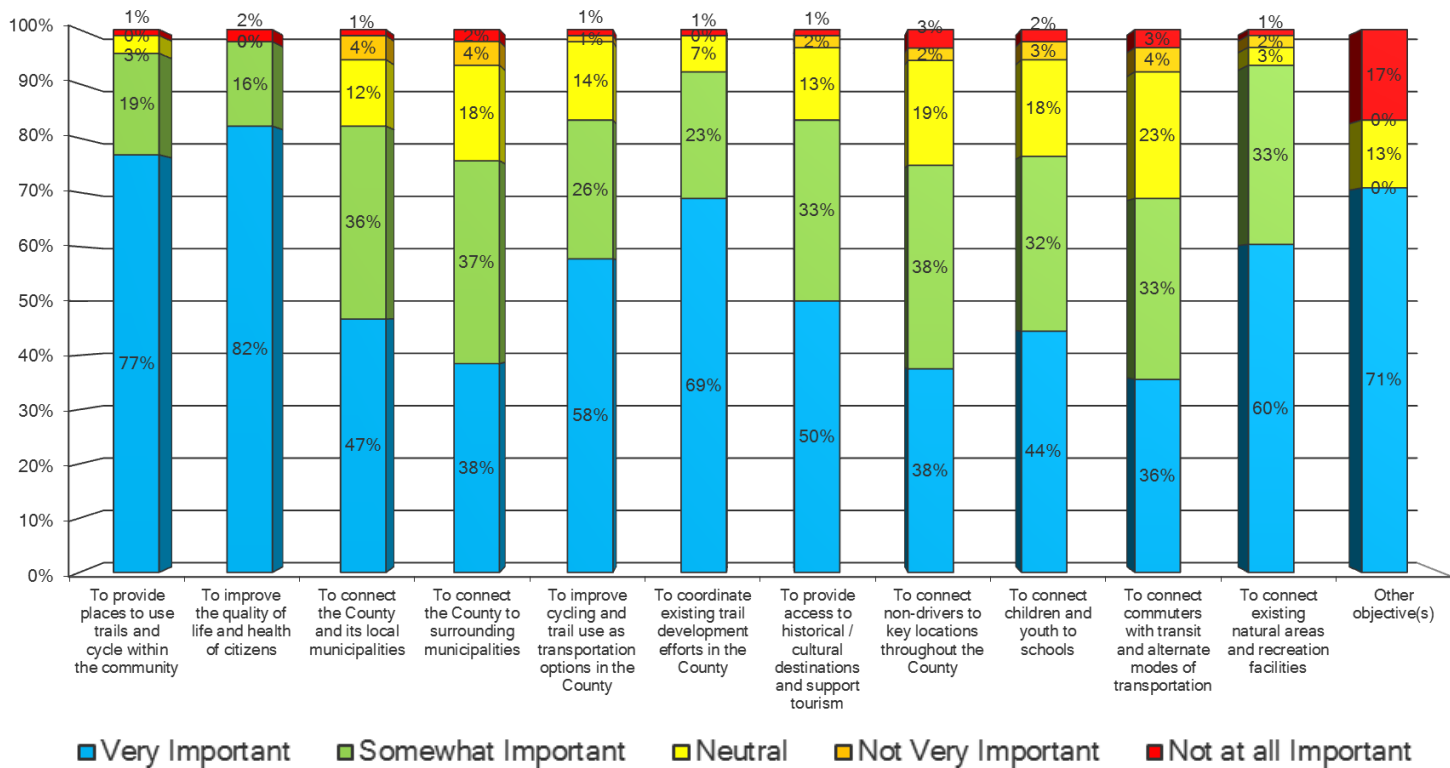
Response Findings: Respondents indicated the greatest degree of comfort using signed routes on low volume roads (62%). This is followed by signed routes in an urban area and bike lanes in an urban area. The least amount of comfort, though not significantly less than others, was expressed for paved shoulders on higher volume rural roads (38%).

Potential Conclusions: Research indicates that people are typically more comfortable using cycling facilities where there are low volumes of traffic and on roads with low speeds. In many cases they also prefer a greater amount of separation from motorized vehicles. The responses provided to this question support some of these findings as the greatest level of comfort was expressed with routes found on low volume rural roads. In order to increase the number of on-road cyclists the County and its partners could consider increasing awareness through education campaigns, promotional materials, signage and mapping. As such, it may be the implementation of new facilities combined with an education campaign that will help respondents feel more comfortable using a range of facility types.



Question 13:

The objectives listed below describe some of the reasons why trails master plans are developed. In your opinion, how important are each of these for Oxford County?



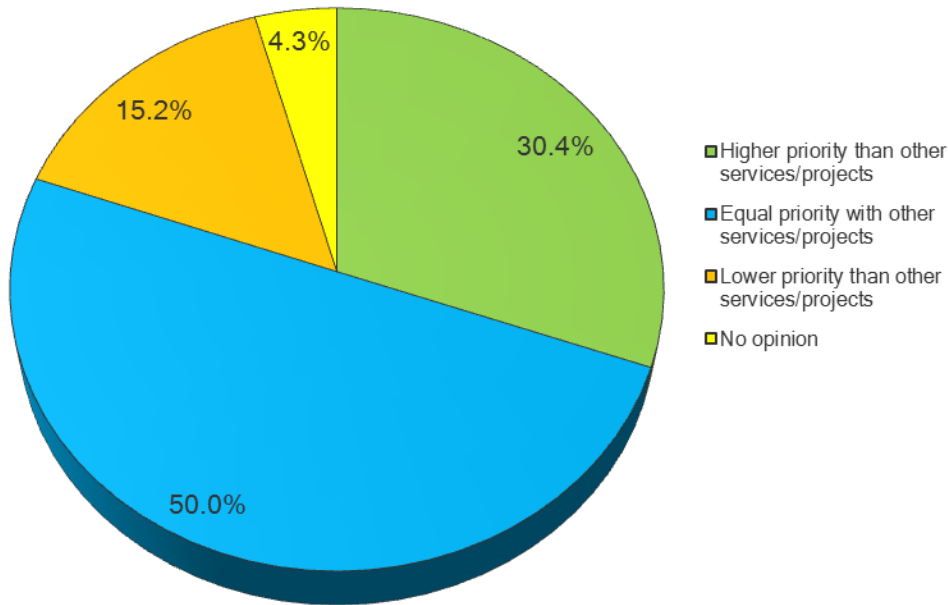
Response Findings: Respondents placed the greatest emphasis (a combination of very important or somewhat important) on developing a trails network which improves the quality of life and health of citizens (98%), provides places to use trails and cycle within the community (96%), to connect existing and natural areas and recreation facilities (93%) and to coordinate existing trail development efforts in the County (92%).

Potential Conclusions: As noted in Question 9, one of the primary reasons for Oxford County residents and visitors to engage in trails and cycling is for fitness and leisure purposes. As such, it is plausible that most people would value the increased quality of life that can result from developing a long term Trails Master Plan. In addition, results from Question 9, show that respondents using trail facilities are doing so to enjoy the natural environment. These findings are consistent with the results in Question 13 as 93% of respondents indicated that the County should develop a Trails Master Plan to connect existing natural areas and recreation facilities. It is interesting to note the emphasis placed on coordinating existing trail development. Respondents are supportive of a more collaborative approach between the County and its partners when designing and developing future trail facilities. Other objectives were also noted including the accommodation of equestrians and ATVs on trails and to increase tourism.



Question 14:

Recognizing that County and local municipal funds are used to cover a broad range of important infrastructure projects (e.g. roadways, public open spaces, community facilities, etc.), please tell us how important the funding of the trail network and cycling and walking supportive facilities is to you and/or your family in comparison to other infrastructure projects.



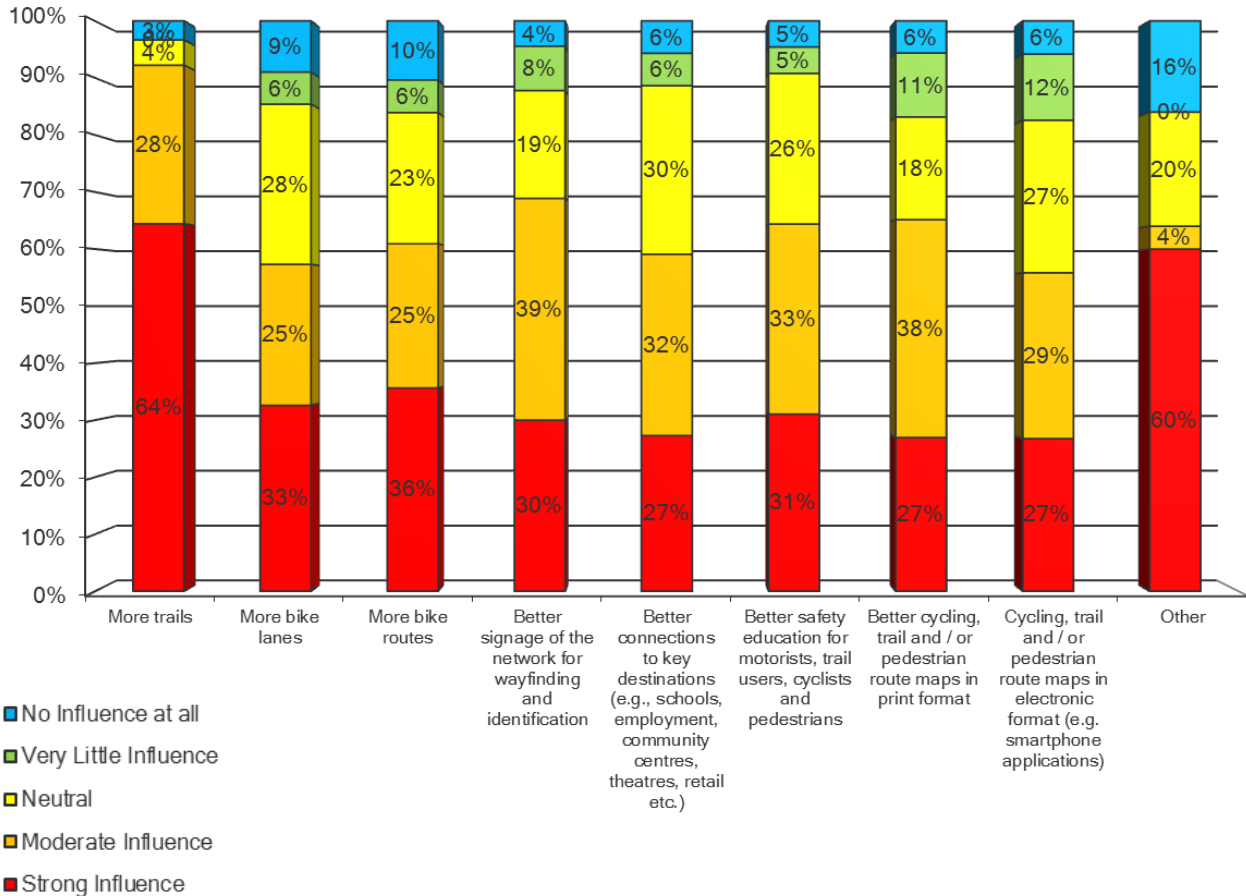
Response Findings: Respondents are generally supportive of County investments made to improving the trail network and cycling and walking facilities. 80.4% of respondents agree that the funding of the trail network and cycling and walking facilities are of equal or higher priority than other services / projects.

Potential Conclusions: These results help to support decisions to dedicate staff time and County resources to the development of trails.



Question 15:

How much influence would the following possible improvements have on how often you use trails or engage in active forms of transportation (e.g. walking, cycling, hiking, etc.)?



Response Findings: The greatest number of respondents indicated that the development of more trail infrastructure (92%) would have a strong or moderate influence on their engagement in active forms of transportation. This was followed by the development and implementation of better signage and wayfinding (69%) and better cycling, trail or route mapping (65%) and safety education (64%).

Potential Conclusions: The results indicate that development and implementation of additional walking and cycling facilities, infrastructure and routes would have a strong and / or moderate influence to engage in active forms of transportation. These findings support a number of the conclusions from previous questions which surmised that the reason for some lower responses for active forms of transportation and recreation could be due to the lack of opportunities available. However, a successful trails and cycling network cannot rely solely on the implementation of infrastructure, it must also be complemented by promotion, outreach and education programs. Responses have indicated that this is also a priority for the residents and visitors and should be explored once the master plan has been adopted. There were also “other” comments provided by respondents which identified additional support for the development of education information, trails which accommodate other user groups e.g. equestrians and organized trail and cycling tours to encourage the social element / benefits of active transportation.



Question 16:

What are the top three locations in Oxford County that you would like to cycle or walk to? Respondents identified the following as important locations to cycle or walk to in Oxford County:

- Pittock Park
- Woodstock
- Ingersoll
- Roth Park
- Abandoned rail corridors
- Thamesford
- Innerkip

Top Locations (top to bottom): Abandoned rail corridor in Tillsonburg, Charles St. E. in Ingersoll, Dundas St. in Woodstock



Question 17:

What are the top three locations where improvements need to be made to encourage people in Oxford County to cycle, walk or use trails more often? - Respondents identified the following important locations where improvements are needed:

- Trail connection in Beachville from Ingersoll to Woodstock
- Thames River
- County Roads
- Connections to Trans Canada Trail in Tillsonburg
- Lansdowne Ave.
- Pittock Park
- Innerkip
- Embro Pond Conservation Area

Top locations where improvements are needed (top to bottom): Embro Pond Conservation Area, County Rd. 22, Trans Canada Trail in Tillsonburg.

