

Transportation Options

Welcome Cyclists "Gateway" Signage Program

Objective:

Enhance local cycle tourism initiatives and infrastructure through the design, development and installation of "gateway" signs on cycling routes in participating Welcome Cyclists regions in Ontario.

Purpose:

The Welcome Cyclists "gateway" signs are designed to complement existing wayfinding infrastructure, and provide real time access to web enabled maps and local bicycle friendly businesses featured on Welcomecyclists.ca.

Project Overview:

The Welcome Cyclists "gateway" signs were first piloted in Northumberland County in 2011, and eight signs were installed along the Waterfront Trail on approach to four of the region's larger communities (in both directions), as well as a bilingual version at the Cobourg VIA Rail station. In 2012, signs in Durham Region will be installed, starting with 2 signs in Municipality of Clarington. The Northumberland signage project was nominated as a finalist for 'Best Marketing Initiative Under \$25,000' at the 2012 Ontario Tourism Summit.



Signage Program Includes:

- Sign design, consistent with other regions
- Sign production & delivery
- QR code development and corresponding web map page for each location
- Administration of the Welcome Cyclists Network, the supporting system for participating local businesses and municipal partner

Sign Design:

Each gateway sign features:

- “Welcome Cyclists” and program logo
- Town Name
- Directional and route information
- Distance to town centres
- Funder and Partner logos
- QR code linked to smartphone enabled online map of “Welcome Cyclists”- certified businesses and organizations
- Bilingual content if requested (VIA Rail station locations)

QR Code Feature:

- Unique QR codes are featured on each gateway signs to allow cyclists to use smartphones to access web enabled maps and local Welcome Cyclists-certified bicycle friendly business and organization listings. From that page users can also navigate to a regional page with links to sources for all regional and local cycling maps and route information.

Production Specifications:

The gateway signs are 30” x 42” (or 30" x 46" to allow for additional content), and produced in multi-colour with clear laminate on aluminum for all weather resistance. They are mounted on a 12’ round metal posts for optimal sightline viewing.

Requirements:

Region must be an active participant in the Welcome Cyclists Network.

Program Fees:

Inquire directly.

Includes: Sign design, QR code development and sign production

Option to include: Any site location research and project coordination required, to be negotiated using our regular consulting fee schedule.

Signage Program Does Not include:

- Site location research (consultation can be provided for an extra fee)
- Locates
- Installation (done and paid for by municipality)
- Post and sign support structures
- Sign maintenance

To be provided by municipality

Welcome Cyclists "Gateway" Signage Program and Design
Contact Information

Contact:

Louisa Mursell, Projects Director, Transportation Options

Phone: (416) 827-2774 / 1-866-701-2774

Email:

lmursell@transportationoptions.org

Mail:

Welcome Cyclists Network
c/o Transportation Options
850 Coxwell Ave, Toronto, ON. M4C 5R1

www.welcomecyclists.ca

www.transportationoptions.org

www.biketrain.ca

