



Go-Grand Bay-Westfield

Active Transportation Plan



Final Report
December 5, 2025



The land on which we gather is the traditional territory of the Wolastoqiyik, Wəlastəkewiyik / Maliseet whose ancestors along with the Mi'Kmaq / Mi'kmaw and Passamaquoddy / Peskotomuhkati Tribes / Nations signed Peace and Friendship Treaties with the British Crown in the 1700s.

EXECUTIVE SUMMARY

The Go–Grand Bay–Westfield Active Transportation Plan provides a practical approach for improving walking, cycling, and wheeling throughout the community. Plan recommendations were developed first through engagement and on-site analysis. This allowed us to then identify key challenges and determine plan objectives, resulting in the creation of targeted actions the plan responds directly to the conditions residents encounter every day.

Community input and fieldwork consistently highlighted concerns regarding safety at major intersections, missing sidewalk connections (particularly near schools) , limited east–west mobility, and the lack of protected space for people biking or using mobility devices. These insights shaped the plan’s five core objectives and the suite of recommended actions.

The plan outlines a phased set of improvements that focus first on making school routes, community hubs, and commercial areas safer and more comfortable. Early recommendations include new and upgraded sidewalks, improved crossings, enhanced lighting, and accessibility retrofits. The plan also introduces targeted upgrades to Route 177 by adding flexible bollard protection in the core hub and standardizing lane widths to improve conditions for cyclists and reduce pedestrian–vehicle conflicts. Outside the central community hubs, painted bike lane upgrades, shoulder improvements, and clearer route signage ensure and easier safer cycling connections. Additional recommendations focus on creating east–west connector paths, addressing informal rail crossings, and improving trail surfaces to support year-round active mobility.

Medium- and long-term actions build on these initial improvements by expanding the sidewalk network, developing multi-use connections between neighbourhoods and park, and exploring a formalized crossing to link Ward 2 with the rest of the community. Together, these projects establish a cohesive and connected network that supports short local trips and enhances access to key destinations such as schools, parks, commercial nodes, the riverfront, and recreation facilities.

To ensure progress is steady and measurable, the plan includes a structured implementation framework linked to available funding programs. While ambitious, the plan provides significant opportunities for active transportation network investment and actions that are rooted in the realities of Grand Bay–Westfield and the needs of its residents across all ages and abilities.

TABLE OF CONTENTS

1.0 INTRODUCTION	6
1.1. About Active Transportation	7
1.2 Grand Bay-Westfield Community Profile	8
1.3 About this Plan	9
1.4 Plan Purpose & Objectives	10
1.5. Policy and Planning Context	12
1.6 Community Engagement	14
2.0 EXISTING CONDITIONS	16
2.1 Network Inventory	17
2.2 Usage and Demand	18
2.3 Community Hubs	20
2.4 Existing Conditions and Challenges	21
3.0 RECOMMENDED ACTIVE TRANSPORTATION NETWORK UPGRADES	26
3.1 Bike Network Upgrades	26
3.2 Sidewalk Network Upgrades	29
3.3 Crossing Upgrades	30
4.0 PLAN ACTIONS	32
5.0 IMPLEMENTATION AND MONITORING	38
5.1 Implementation Approach	39
5.2 Phasing Strategy	39
5.3 Implementation Plan	41
5.4 Monitoring Strategy	45
5.5 Funding Programs	48
6.0 CONCLUSION	50



1.0 INTRODUCTION

Grand Bay–Westfield is a growing riverfront community where residents value safety, recreation, and a high quality of life. As the Town continues to evolve, the ability for people to move comfortably and independently—whether walking, cycling, using a mobility device, or accessing key destinations without relying solely on a vehicle—has become increasingly important. This Active Transportation Plan provides a coordinated approach to improving day-to-day mobility for residents of all ages and abilities. It begins by defining what active transportation means in the local context, outlining the characteristics and travel patterns that shape movement within Grand Bay–Westfield, and identifying the purpose and objectives that guide this work. The plan also describes the process used to develop its recommendations, including community engagement, on-the-ground analysis, and an assessment of existing challenges.

1.1. ABOUT ACTIVE TRANSPORTATION

Active transportation refers to any form of travel that is powered by human effort rather than by a motor vehicle. It includes everyday ways of getting around such as walking, cycling, using a wheelchair or other mobility aids, or traveling by scooter, skateboard, or similar non-motorized modes. Importantly, active transportation is not limited to recreation; it describes movement from one place to another as part of daily life (going to school, shopping, commuting, visiting friends, or running errands). In many cases, it also involves combining modes, such as walking or cycling to a transit stop and completing the rest of the trip by bus. These forms of movement are recognized by the Government of Canada as core components of active transportation, which it defines simply as “human-powered travel,” including e-bikes and mobility devices as part of an inclusive approach.

Because the term focuses on how people travel, certain activities fall outside its scope. Motor-vehicle travel is not considered active transportation, nor is recreational activity undertaken purely for sport, such as mountain biking on remote trails that are not used for point-to-point travel. However, the distinction can blur when recreational routes double as connectors between neighbourhoods, parks, and community destinations. Long-distance trips are also generally not classified as active transportation unless they are combined with another mode, such as cycling to a transit hub and then continuing the journey by bus.

Why does active transportation matter?

Governments at all levels care about active transportation because it delivers wide-ranging public benefits. From a health perspective, it offers an accessible way for people to integrate physical activity into everyday routines. The Public Health Agency of Canada notes that people who walk or cycle for transportation tend to have higher overall physical-activity levels and lower risks of chronic diseases. Environmentally, every trip made by foot, bicycle, or wheelchair reduces greenhouse gas emissions, improves air quality, and supports climate-action goals. The federal government’s National Active Transportation Strategy emphasizes that enabling Canadians to walk, wheel, and cycle more often is a meaningful way to reduce emissions while enhancing community livability.

Active transportation also contributes to more efficient and cost-effective transportation systems. When more residents choose to walk or cycle for short trips, there is less pressure on roads, parking lots, and commuter routes. This shift reduces congestion and improves the overall functioning of the transportation network.

Finally, active transportation strengthens communities by improving accessibility, social connection, and quality of life. It offers mobility choices for people who do not drive, including youth, seniors, and those with limited access to a vehicle. As communities incorporate more opportunities for walking, cycling, and wheeling, they tend to become more vibrant, inclusive, and economically resilient.

1.2 GRAND BAY-WESTFIELD COMMUNITY PROFILE

Grand Bay–Westfield is a riverfront community located along the Wolastoq (Saint John River) in southwestern New Brunswick, approximately 20 minutes north of the City of Saint John. Formed through the amalgamation of the former Towns of Grand Bay and Westfield, the community has a population of just over 5,000 residents and extends along a linear north–south corridor framed by the river to the east and steep, wooded terrain to the west. This distinctive geography strongly influences travel patterns, community connectivity, and the opportunities and constraints for active transportation.

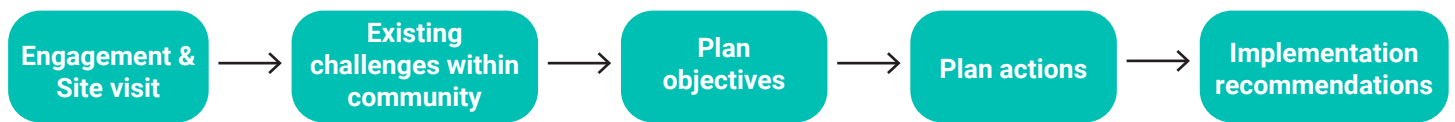
The community functions as a residential hub for families, commuters, and long-term residents who value its small-town character, natural setting, and strong quality of life. Most essential services such as schools, recreation facilities, and shops are located within a centralized corridor along Routes 177 and 102, while residential neighbourhoods are distributed in compact pockets around these corridors. Many daily destinations—schools, parks, the community centre, and local commercial areas—are relatively close together, but gaps in pedestrian and cycling infrastructure limit the ability of residents to travel comfortably without a car.

Grand Bay–Westfield’s transportation patterns reflect its role as both a local service centre and a commuter community. The majority of residents rely on personal vehicles for daily travel, including trips to work, shopping, and healthcare services outside the community, primarily in Saint John. Within the town, however, many trips are short and local. This creates strong potential for increased walking and cycling, particularly for school travel, errands, and recreation. Engagement findings highlight that residents already walk regularly for recreation, but infrastructure gaps—such as missing sidewalks, inconsistent shoulders, steep grades, and a lack of east–west connections across Route 177—limit wider use of active transportation.

Natural assets are central to community life. The riverfront provides access to recreation spaces such as Brundage Point River Centre and local trail systems, while wooded areas and steep slopes shape neighbourhood form and influence how people move through the community. These environmental features create both opportunities for scenic, enjoyable walking and cycling routes, and constraints that require careful planning to navigate.

Overall, Grand Bay–Westfield is a growing, family-oriented community with a strong civic identity and significant opportunities to expand active, healthy, and sustainable mobility. Its geography, localized services, and existing travel behaviours create a strong foundation for an active transportation network that improves safety, strengthens community connections, and enhances day-to-day mobility for residents of all ages and abilities.

1.3 ABOUT THIS PLAN



This Active Transportation Plan was developed through a structured, evidence-based process that reflects both the lived experience of residents and the physical realities of the community. The work began with a combination of community engagement and on-the-ground site visits. Residents, stakeholders, and Town staff shared their perspectives on everyday travel, safety concerns, and priorities for improvement, while field observations helped verify local conditions and identify barriers that affect walking, cycling, and other forms of active mobility.

Insights gathered through engagement and site analysis were then used to define the community's most significant active transportation challenges. These included gaps in connectivity, safety issues near schools and community hubs, accessibility constraints, and opportunities for network expansion. Understanding these challenges provided the foundation for establishing the plan's objectives.

The plan objectives translate community needs into clear, actionable goals, such as improving safety, expanding connectivity, supporting accessibility, and promoting short-trip alternatives to driving. Each objective is tied to practical considerations raised during engagement and confirmed through site analysis.

From these objectives, a series of specific actions were developed. These actions outline the steps the Town can take to improve active transportation, including infrastructure improvements, policy updates, maintenance practices, and educational initiatives.

Finally, the plan concludes with implementation recommendations that organize these actions into short-, medium-, and long-term phases.

1.4 PLAN PURPOSE & OBJECTIVES

The purpose of this plan is to provide a coordinated framework to make walking, cycling, and other forms of active mobility safer, more comfortable, and more accessible for all residents. The plan is designed to guide investment in infrastructure, policy, and programs that support healthy living, community connectivity, and environmental sustainability. It aims to align local actions with available funding programs, while ensuring each initiative is actionable, equitable, and delivers visible impact for the community.

The following plan objectives were determined following a comprehensive site visit, community and stakeholder engagement, while considering national best practices for active transportation. These objectives guide the plans framework for assessment and recommended actions.

01



Enhance Safety and Comfort

- a. Improve pedestrian and cyclist safety by reducing points of conflict between motorists and active transportation users.
- b. Expand the number of pedestrian-activated crossings and improve lighting at key intersections and community nodes.
- c. Promote education and awareness about safe riding practices, particularly among youth using e-bikes and scooters.

02



Embed Accessibility and Equity

- a. Ensure that all new infrastructure and programs are inclusive and accessible to people of all ages and abilities.
- b. Incorporate features such as tactile paving, audible crossings, and accessible sidewalk widths into all design guidance.

03



Encourage Short-Trip Mode Shifts

- a. Reduce the number of short car trips within the community by promoting walking, cycling, and micro-mobility as convenient and appealing alternatives.
- b. Introduce wayfinding and signage that communicate travel times by foot, bike, or scooter between key destinations.

04



Prioritize Action and Funding Alignment

- a. Focus on implementable, cost-effective projects with measurable community benefits.
- b. Align projects with provincial and federal active transportation funding programs to maximize investment opportunities.

05



Strengthen Connectivity

- a. Fill gaps in the existing pedestrian and cycling network, focusing on high-priority areas near “community hubs” (areas that include schools, recreation sites, and commercial uses).
- b. Integrate new connections with development and capital projects to leverage opportunities for network expansion.
- c. Enhance regional connectivity with neighbouring communities and trail systems.

1.5. POLICY AND PLANNING CONTEXT

The Town of Grand Bay–Westfield’s municipal strategies collectively establish a strong policy foundation for advancing the Active Transportation Plan. Together, these documents demonstrate a consistent commitment to sustainable mobility, access to recreation, accessibility, and climate adaptation; all foundational inputs for this active transportation plan.

1.2.1 Municipal Plan and Land Use Integration

The Municipal Plan By-Law No. PD-008 (2023) provides the overarching land use and transportation framework that supports active transportation development. Key objectives include supporting the creation of recreation facilities and open spaces (Objective 6) and ensuring the efficient movement of people and goods (Objective 8)

The Plan’s intensification areas (including residential, commercial, and industrial nodes along Colonel Nase Boulevard, River Valley Drive, and Highway 7) create opportunities for walkable, mixed-use neighbourhoods that align with the ATP’s connectivity goals. Designations for Parks, Recreation, and Open Space and Environmental Protection further emphasize trail linkages, passive recreation, and environmental sustainability, reinforcing the importance of integrating AT routes into natural and recreational corridors.

Provisions under Transportation (Section 10) direct Council to prepare a Transportation Master Plan that explicitly includes an active transportation network and trail hierarchy, aligning closely with the objectives of this ATP and upcoming trails master plan.

1.2.2 Parks, Recreation, and Accessibility Alignment

The Parks and Recreation Comprehensive Master Plan (2021) and Age-Friendly Community Action Plan (2023–2025) both highlight the need for inclusive, accessible, and connected public spaces. The Parks and Recreation Plan call for a Trails Master Plan, infrastructure audits, and enhanced online mapping tools to improve community access and engagement, with the latter being a specific outcome opportunity of this plans mapping exercise.

Similarly, the Age-Friendly Plan emphasizes sidewalk maintenance, crosswalk placement, and outdoor safety for seniors, reinforcing the ATP’s focus on universal design and equitable mobility. Recommendations such as improved lighting, crosswalks on River Valley Drive and Nerepis Road, and cycle path safety education directly contribute to the ATP’s pedestrian and cyclist safety objectives.

1.2.3. Climate Resilience and Infrastructure

The Community Climate Adaptation Plan (2021) identifies infrastructure vulnerabilities, particularly flood-prone road segments such as Brandy Point Road and Riverside Park Drive, and recommends road elevation, green infrastructure, and heat-mitigation measures such as shading at bus stops. While this plan won’t specifically address green infrastructure, there are opportunities to recommend climate resilient design elements within the ATP’s infrastructure objectives, ensuring long-term sustainability and year-round usability of active transportation routes.

1.2.4 Council's Strategic Plan

The Town's Council Strategic Plan (2023–2026) reinforces this direction under its priorities for Infrastructure and Climate Adaptation and Community Vitality, mandating carbon-neutral planning and the implementation of the Parks and Recreation Master Plan. These commitments align directly with the ATP's environmental sustainability goals, particularly the plan objective of encouraging mode-shift for short trips.

1.2.5 Regional and Economic Connectivity

Regional collaboration is reinforced through the Tourism Master Plan (2024–2034), which promotes cycling and e-bike tourism across the Saint John region, and through the Municipal Heritage Trail and Trans-Canada Trail linkages supported in both municipal and regional policies.

The Economic Development Action Plan (2022) also supports the ATP indirectly by promoting business opportunities related to recreation, arts, and tourism. Enhanced AT infrastructure is expected to contribute to local economic vibrancy through increased access to commercial districts, tourism amenities, and recreational nodes.

1.6 COMMUNITY ENGAGEMENT

The Go Grand Bay-Westfield Active Transportation Plan engagement process highlighted both the community's reliance on vehicles for daily needs and its desire for safer, more convenient options for walking, rolling, and other forms of active travel. Input was gathered through an online survey with 419 responses and meetings with 10 stakeholder groups, offering insight into current habits, barriers, and priorities for improvement.

What we heard:

"On Inglewood, the white line is in the ditch in some places—you're walking right on the road, and with all the bends drivers can't see you."

"People trying to bike get yelled at or are intentionally passed too closely. Some are considering moving because of the reactions they get when they're out biking."

"There are gaps in the sidewalk network... in some places the sidewalk just stops and you have to run across the road and hope you don't get hit."

"Many kids want to walk, but the infrastructure simply isn't there—no sidewalks on the side streets to get to the schools."

"We've improved safety around Grand Bay Primary and Inglewood—painted areas, crosswalks, reduced speed zones—but other schools still have missing connections."

Most essential trips, such as work, shopping, and healthcare, take residents outside the community, while recreation, trips to school, and social activities happen locally. This creates an opportunity to encourage more short trips through active transportation if safe and accessible choices are available. Residents identified distance, weather, and traffic safety as the main barriers, while poor sidewalk and trail conditions, limited lighting, and gaps in connectivity were also frequently raised.

The strongest priorities to emerge were for sidewalks, trails, lighting, and safe crossings, alongside calls for better winter maintenance and smoother pathway connections. Stakeholders reinforced these themes, stressing the need for safer crosswalks, measures to address speeding, and improvements to accessibility for seniors, children, and residents with mobility devices.

Overall, the feedback shows strong support for practical, everyday improvements that make walking and rolling safer and more enjoyable.

- **Respondent Profile:** Most participants were aged 25–54, with very few under 24, despite youth making up a large portion of the town’s population. Over half of respondents do not own a bike or scooter, and daily travel is overwhelmingly car-dependent (82%), though a third walk regularly.
- **Main Barriers to Active Transportation:**
 - › Long distances (34%)
 - › Poor sidewalk and trail maintenance (28%)
 - › Traffic safety concerns (27%)

Open responses emphasized lack of sidewalks, unsafe road conditions, poor lighting, winter maintenance, and steep hills, along with lifestyle/time constraints. Many also voiced opposition to bike lanes, preferring investment in roads, sidewalks, and trails.

- **Desired Infrastructure:** The most common requests were for better lighting (34%), expanded trails (33%), and more/better sidewalks (especially past the flashing light and in subdivisions). Other suggestions included crosswalks, garbage bins, and indoor walking facilities. Strong opposition to bike lanes was again raised, with some preferring off-road trails or focusing resources on road repair.
- **Safety Perceptions:**
 - › Walking: Most feel safe (74% very or somewhat safe).
 - › Cycling: Over half don’t cycle locally; those who do are divided, with equal shares feeling safe and unsafe. Physical barriers were strongly preferred over painted lanes.

Our community and stakeholder engagement fundamentally influenced the analytical scope and priorities of this Transportation Plan. Resident and stakeholder feedback shaped the plan’s emphasis on walkability, safety, accessibility, and realistic implementation. The engagement findings informed our corridor/community hub assessments, school route analysis, and operational recommendations ensuring that the plan responds directly to lived experiences and community-identified needs.



2.0 EXISTING CONDITIONS

The Town of Grand Bay–Westfield is actively working toward developing a more connected and safe Active Transportation (AT) network that supports walking, cycling, and other non-motorized travel. This summary captures the current conditions, key challenges, and opportunities for improvement based on field observations, community engagement and Google Earth mapping.



2.1 NETWORK INVENTORY

A physical site analysis across the Town was performed to determine the extent and condition of the active transportation network. This network includes both pedestrian and bicycle infrastructure such as sidewalks, crosswalks and related crossing guides (activated crossing lights, signs, etc.), road shoulders and painted bike lanes.

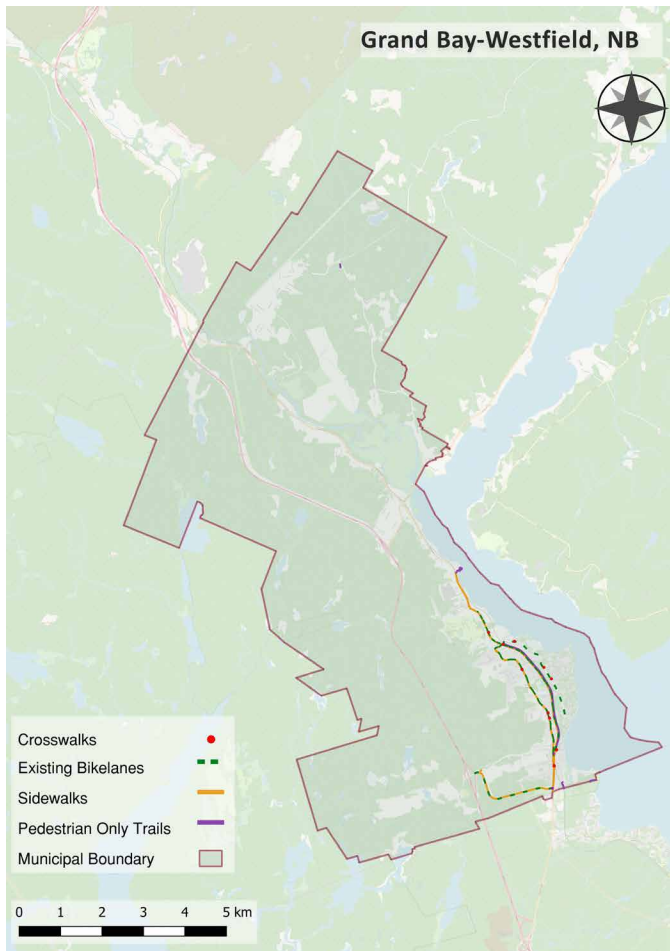


Fig. 1.1 - Existing Active Transportation, GBW

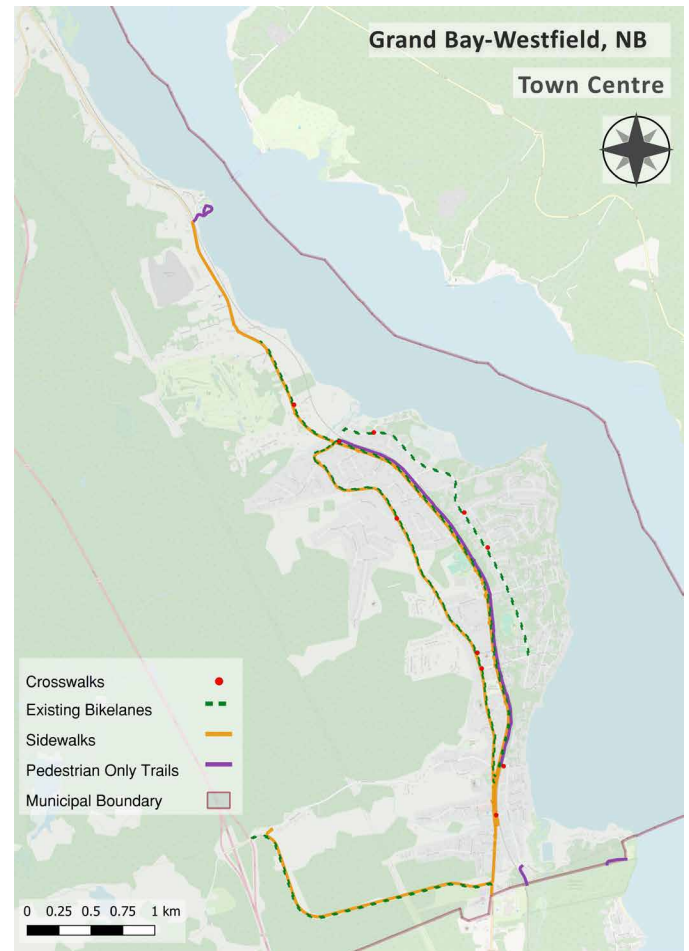


Fig. 1.2 - Existing Active Transportation, Town Centre

Today, the network is dominated by sidewalks along Woolastook Drive and River Valley Road, along with painted bike lanes along Woolastook Drive.

2.2 USAGE AND DEMAND

Traffic count data provides valuable insight into existing travel patterns, corridor performance, and opportunities for expanding active transportation infrastructure in Grand Bay–Westfield. A series of traffic counts were taken throughout the community on September 10 and September 11 included both roadway and intersection volumes along Nerepis Road, River Valley Drive, and key access points such as Westfield School Driveway and Colonel Nase Boulevard. Together, these locations capture the community’s main north–south corridors and several of its most active local nodes.

2.2.1 Vehicular Traffic Volumes

Traffic activity across Grand Bay–Westfield’s road network reflects steady local movement with moderate peak-hour volumes typical of a small town with regional commuting influence.

- **Nerepis Road (AM Period):** Morning volumes between 9:00 a.m. and 1:30 p.m. reached approximately 1,171 vehicles, with a balanced directional split of 52% northbound and 48% southbound. Passenger vehicles accounted for 97% of all traffic, and heavy vehicles less than 2%, confirming that the corridor primarily serves residential and commuter traffic rather than industrial operations. Peak activity occurred between 12:30–1:30 p.m. with around 320 vehicles per hour.
- **River Valley Drive (PM Period):** The evening roadway counts from 6:00 p.m. to 12:00 a.m. recorded a total of 2,312 vehicles, split between 61% northbound and 39% southbound movements. The peak hour (6:00–7:00 p.m.) saw 742 vehicles, predominantly passenger cars (over 99%). Heavy vehicle traffic (buses and trucks) made up less than 1%, suggesting low freight intensity and good suitability for shared-use infrastructure along this corridor.

These moderate-to-low traffic volumes and limited heavy-vehicle presence indicate that both Nerepis Road and River Valley Drive are well-suited for on-road cycling improvements, such as buffered shoulders or painted bike lanes, without major impact on vehicular flow.

2.2.2 Intersection Activity and School Area Demand

At key intersections, localized peaks reflect school, commercial, and commuter movements.

- **Nerepis Road & Westfield School Driveway (AM Peak):** Between 7:30 and 9:00 a.m., the intersection experienced moderate turning activity, dominated by northbound right turns and westbound school-related entries. Pedestrian and cyclist volumes were negligible, underscoring the current reliance on vehicle drop-offs for school access. However, the surrounding roadway characteristics—narrow shoulders, limited crosswalks, and clustered school traffic—suggest high potential benefit from targeted safety and access improvements, including new sidewalks, curb ramps, and enhanced crossings.
- **River Valley Drive & Colonel Nase Boulevard (PM Peak):** This intersection, counted from 3:30 to 6:00 p.m., recorded an overall volume of approximately 2,650 vehicles during the evening peak, making it one of the busiest nodes in Grand Bay–Westfield. The 4:15–5:15 p.m. hour represented the heaviest period, with nearly 1,130 vehicles across all directions.

North–south through traffic along River Valley Drive dominated ($\approx 60\%$ of all movements), while turning movements from Colonel Nase Boulevard and Guardian Pharmacy access lanes made up the remainder. Pedestrian counts were minimal, with four total crossings observed during the full period—further reinforcing the limited pedestrian activity within a high-traffic environment.

Despite low non-motorized activity, this node presents a priority opportunity for future pedestrian infrastructure, as it links major community services, retail uses, and residential areas.

2.2.3 Active Transportation Use

Across all counts, active transportation use (walking and cycling) was extremely low, with only four bicycles and a handful of pedestrians observed during multiple multi-hour count periods. The absence of continuous sidewalks, safe crossings, and separated facilities likely suppresses demand rather than indicating lack of interest. Similar Atlantic Canadian communities have seen significant increases in walking and cycling after implementing improved facilities, suggesting a possibility for latent demand in Grand Bay-Westfield, once safety and connectivity barriers are addressed.

2.2.4 Key Observations and Implications

1. *Moderate Overall Volumes:* Daily volumes across all corridors remain below thresholds typically associated with congestion. This provides flexibility to reallocate road space or retrofit active transportation facilities without substantial traffic impact.
2. *Low Heavy Vehicle Presence:* Fewer than 2% of vehicles were heavy trucks or buses across all sites, creating a more comfortable environment for pedestrians or any future cycling routes.
3. *Significant School-Area Concentrations:* The Nerepis Road corridor near the Westfield School experiences short-duration surges tied to school start times, highlighting the need for improved crossing safety, sidewalk continuity, and traffic calming.
4. *Underutilized Pedestrian and Cycling Corridors:* Minimal active transportation volumes confirm low participation rates, primarily due to infrastructure limitations. Investment in lighting, crossings, and trail linkages would help unlock suppressed demand.
5. *Regional Connectivity Potential:* The consistent directional flow along Nerepis Road and River Valley Drive suggests these corridors could serve as primary spines in a future active transportation network, connecting residential neighbourhoods with schools, recreation sites, and commercial areas.

2.3 COMMUNITY HUBS

During field investigations, and in speaking with the community, it's clear there are certain areas that are heavily frequented by the community, Monday to Sunday.

Community hubs are these important areas where people visit frequently to shop, recreate or go to school. Unlike traditional residential areas, community hubs see significantly higher levels of pedestrian and vehicular traffic. Within Grand Bay -Westfield, community hubs include school areas, commercial shopping areas, popular park spaces and recreation centers.

Given the mixed-use nature of these areas, and their popularity among walkers, drivers, e-scooters and cyclists, they are great starting points to target for transportation mode-shift.

Our goal through this work is to get more people walking to their daily needs by making these community hubs the focus of safety and comfort active transportation interventions.

5- and 10-minute walking distances around community hubs within Grand Bay-Westfield

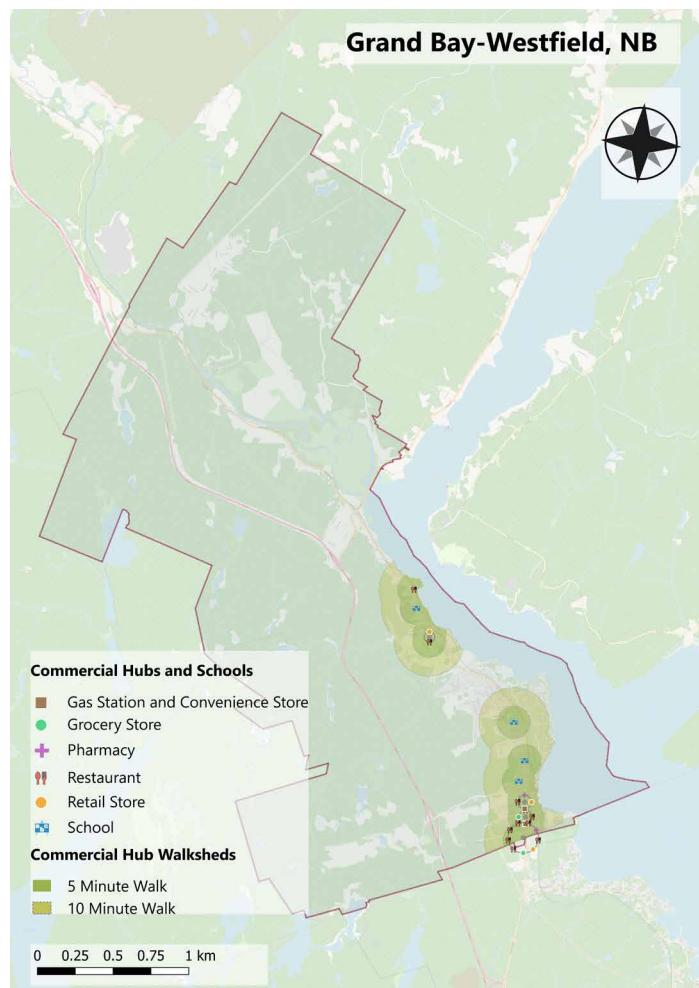


Fig. 2.1 - Community Hubs, GBW

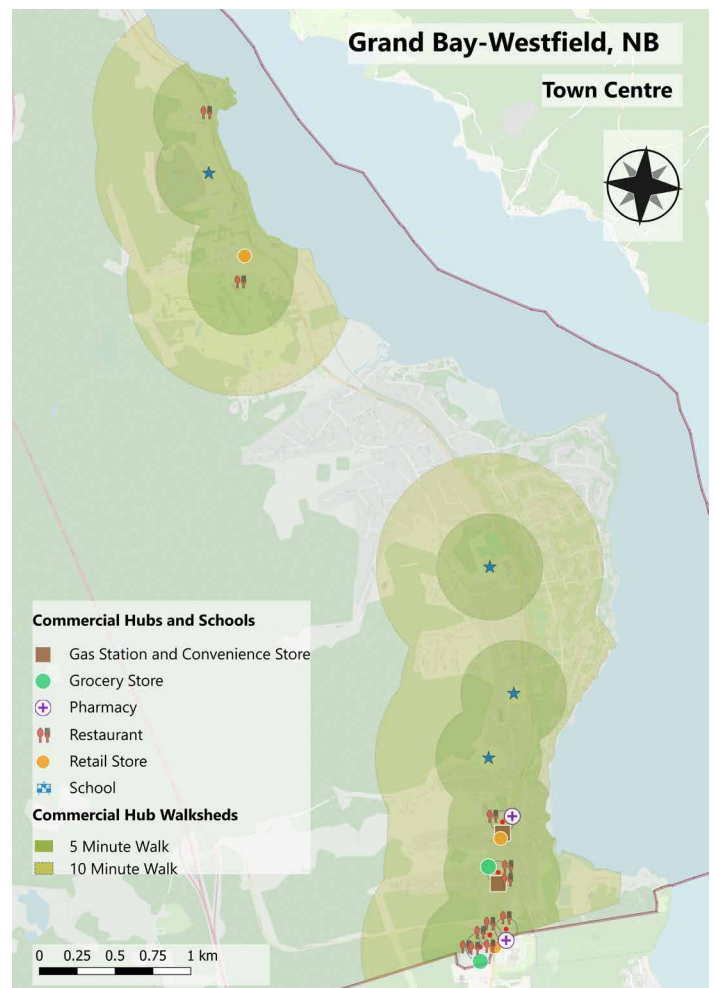


Fig. 2.2 - Community Hubs, Town Centre

The presence of sidewalks, safe crossings and cycling infrastructure within community and school hubs are important considerations in expanding the town's active transportation network. These interventions form the foundation of this plan's implementation approach.

2.4 EXISTING CONDITIONS AND CHALLENGES

Walking remains the most popular form of active transportation in Grand Bay–Westfield, although residents primarily travel by car along Route 177. The town presents excellent opportunities for developing multimodal transportation routes, particularly to Ward 2, where routes could be explored to connect Nerepis to Ward 1 via Route 177.

2.4.1 Population Density & Ward 2

The northern portion of the town (Ward 2) has a lower population density, which limits the feasibility and cost-effectiveness of extending the active transportation network northward. Currently, the town's municipal plan does not contemplate additional residential or commercial growth in Ward 2, which also limits the ability for capital projects or redevelopment to cost share on any active transportation investments. Regardless of current or future development patterns, the network in this area is significantly lacking as there are currently no sidewalks, designated cycling routes or formal trail connections.

2.4.2 Signage

Wayfinding and directional signage for existing trails are insufficient. The current practice of painting bicycle symbols directly on roadways rather than within designated bicycle lanes creates confusion and potential safety risks for both cyclists and motorists. It was noted that in certain locations, including parts of Inglewood Drive, the painted bicycle symbols have been moved from the shoulder to the road, whereas in other areas of the town, this symbology is reversed.

2.4.3 User Conflicts and Safety

The town faces growing safety concerns related to the increasing number of electric scooters, many of which are operated by young users traveling at speeds of up to 40 km/h without adequate awareness of road safety. In more rural areas of the town, including Ward 2, steep grades and numerous blind corners exacerbate these risks. The lack of connectivity between green spaces and trails further reduces the safety and appeal of non-motorized transportation options.

In our engagement with the community, drivers have also expressed concerns about bicycles using traffic lanes instead of painted lanes, particularly on narrow roads. Scooters frequently cut across intersections at high speeds, surprising drivers and contributing to collision risks, particularly near schools.

2.4.4 Route 177

Route 177 lacks standardized lane widths, creating safety challenges for cyclists traveling in both directions and walkers using the shoulder of the road. There are no sidewalks north of Brundage Point, and many streets are too narrow to accommodate new infrastructure. In some sections, the painted white line marking the road's edge sits within a ditch, forcing pedestrians onto the roadway and out of sight of approaching vehicles, particularly around curves.

2.4.5 Off-Highway Vehicles (ATVs)

All-terrain vehicles are common in the region and occasionally share routes with pedestrians and cyclists, creating potential conflicts, especially outside of community hubs where safe infrastructure for pedestrians and cyclists are limited.

2.4.6 East/West Connectivity

Generally, within community hubs there is sufficient North South connectivity for pedestrians and cyclists. However, opportunities for east-west connections, particularly crossing route 177 feature either none or very minimal basic pedestrian infrastructure or space for bicycles.

2.4.7 School Routes

Grand Bay–Westfield is home to four schools: Grand Bay Primary, Inglewood, Westfield School and River Valley Middle School. Under provincial legislation, students living within 1.5 km within are not eligible for bus service and are therefore classified as walking students. This policy underscores the importance of providing safe, connected pedestrian routes. Approximately 35% of students at Grand Bay Primary and Inglewood already walk, bike, or use scooters to get to school. However, gaps in the sidewalk network and inconsistent connections reduce both safety and usability for these students and their families.

- **Grand Bay Primary:** Crosswalks and designated school zones with reduced speed limits during school hours help enhance safety near Grand Bay Primary. However, congestion during bus drop-offs remains a potential hazard, as buses rely on roadside crosswalks.
- **Inglewood School:** Inglewood School lacks sidewalks along School Street, which is narrow and includes a turn. Only a painted line separates pedestrians from traffic, forcing children to walk close to vehicles and buses. Snow accumulation in winter months worsens these risks. While it's likely that widening the street would require property acquisition, there may be an opportunity for the Town to consider flexible barriers.

Future school planning should consider these long-term safety needs. At the River Valley Drive intersection, the presence of traffic lights, a crosswalk, and a crossing guard during peak hours helps mitigate some of these concerns.

- **Westfield School:** Sidewalk coverage along River Valley Drive is inconsistent, beginning near the coffee house and featuring long gaps, abrupt terminations, and missing crossings. As a result, students are forced to cross busy traffic areas unsafely. Speed reduction measures, which are in place near Grand Bay Primary and Inglewood, are notably absent here, increasing risks for students traveling to Westfield School and River Valley Middle School.
- **River Valley Middle School:** Given its proximity to the Community Centre and Route 177, this school is generally well serviced with safe AT connections, particularly crossing 177. There is a comfortably sized shoulder along Epworth Park Road heading East towards Inglewood Drive, but only one side of the road West of 117 has a painted shoulder. This side of Epworth Park Road (heading West from 177) dead ends and does not reach Woolastook Drive. There appears to be an informal path used to make this connection by foot, but it is not accessible or usable by anyone on bike.

Given that large residential areas of the town are within 1.5km of the four schools, and that we heard during our engagement that most local trips within the town are made driving children to school, there is a significant opportunity to increase the number of children that walk or bike to school by making safer school routes. An analysis was undertaken to understand school routes and access to safe AT infrastructure.

1.5 km Buffers around school zones where walking is required due to lack of bus access.

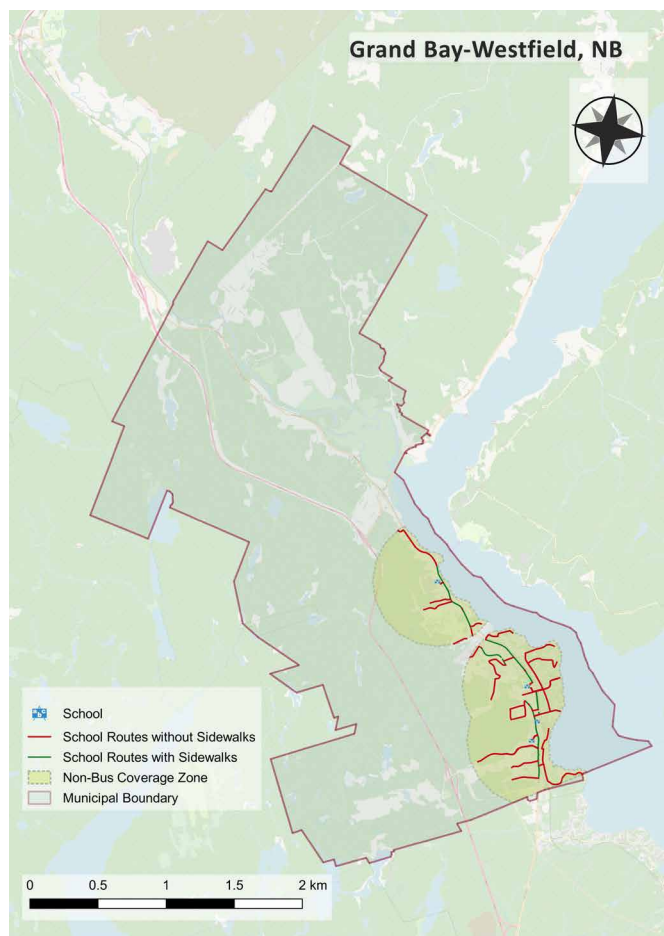


Fig. 3.1 - School Zone Buffers, GBW

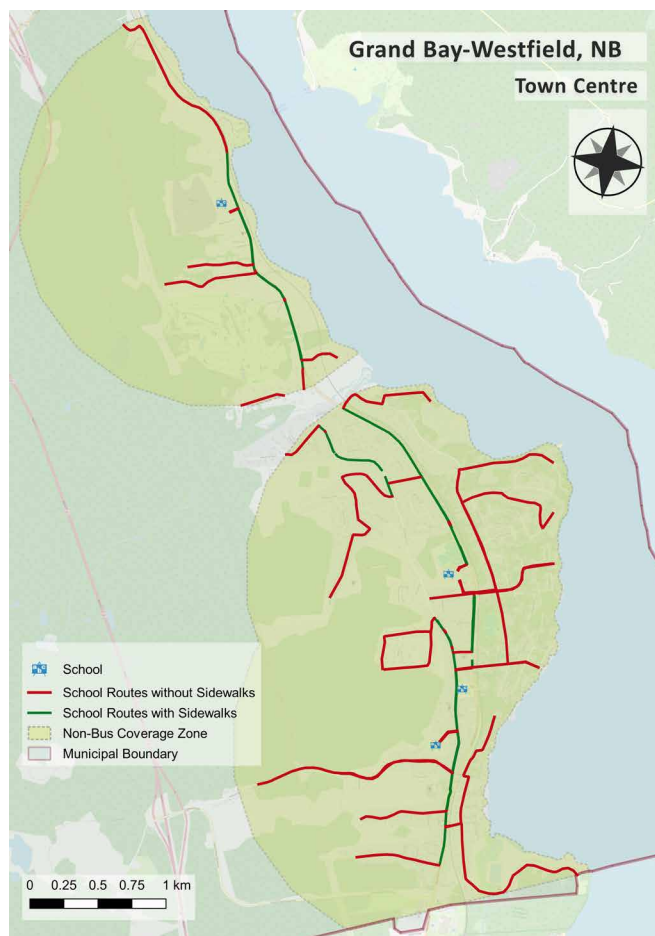


Fig. 3.2 - School Zone Buffers, Town Centre

The lack of sidewalks within these routes, coupled with the limited east/west connectivity creates unsafe environments for children walking to school.

2.2.8 Trans Canada Trail Connectivity

The Trans Canada Trail connects most municipalities within the Saint John region, though off-road linkages—particularly between Grand Bay–Westfield and Saint John—remain incomplete. Half of this route currently follows roadways, with the remainder categorized as a “Blueway” from Brundage Point northward where trail users are encouraged to paddle the “Lower River Passage” along the Wolastoq (Saint John) River. Considering opportunities for the integration of transportation by water as a form of active transportation will be outlined in the implementation portion of this report.



Image Credit: Trans Canada Trail

2.2.9 Infrastructure Opportunities and Barriers

An old rail bridge near Highway 102 adjacent to Nerepis Bridge is scheduled for removal due to its deteriorated condition, making it unsuitable for active transportation conversion. This stretch of road is an important crossing point for future active transportation infrastructure expansion, however any future AT crossing in this location would require new infrastructure.

Most sidewalks, aside from those in the downtown core, are concentrated around the two schools along Route 177. Some neighborhoods feature steep grades, with slopes of 12–14%, which can limit generally accessibility both for people on bicycles and using mobility aids. These areas would not become the focus of future active transportation improvements.

Many intersections lack accessible design features for walkers and wheelchair users. Additionally, uneven pavement sidewalks pose accessibility challenges despite otherwise level grades.

2.2.10 General Future AT Network Development Challenges

Limited capital funding and the condition of Route 177 remain significant barriers to developing a comprehensive active transportation network. The Town's current budget is unlikely to support large-scale AT projects, especially along major collector streets where reconstruction costs are high.

Winter operations further constrain accessibility. While sidewalks near schools and bus stops receive priority clearing, general school routes receive a lower level of service. Narrow roadways throughout the community limit where snow can be placed, often forcing pedestrians to walk closer to vehicle lanes. Trail clearing is also limited because many paths are too narrow for equipment, and the Town lacks specialized grooming machinery.

The Town is working with DTI and Transport Canada on the potential installation of a crosswalk near River Centre or Ferry Road at Brundage Park, but progress is complicated by the adjacent rail crossing. The parallel alignment of the highway and the NB Southern Rail Line creates a substantial physical barrier that restricts east–west movement across the community. Any future AT infrastructure requiring a rail crossing will also need to navigate the Rail's approval process, introducing an additional layer of complexity.

Driver behavior poses another challenge. Motorists frequently fail to respect existing crosswalk lights, raising enforcement concerns. Several intersections—particularly Home Hardware, River Valley Drive and Epworth Park, and the Country Store—are perceived as unsafe. The River Valley Drive and Epworth intersection is viewed as the most hazardous due to its heavy school-related traffic and multiple turning lanes. Existing push-button crosswalk lights provide no visual or auditory feedback, which reduces user confidence and may contribute to unsafe crossings.

Traffic conditions near Westfield Country Store and Brundage Point River Centre also deteriorate when trains pass, causing long queues and increasing safety risks. The lack of a formal crossing linking the path from the coffee house to Brundage Point Trail encourages informal crossings in a high-conflict area, further undermining pedestrian safety.



3.0 RECOMMENDED ACTIVE TRANSPORTATION NETWORK UPGRADES

3.1 BIKE NETWORK UPGRADES

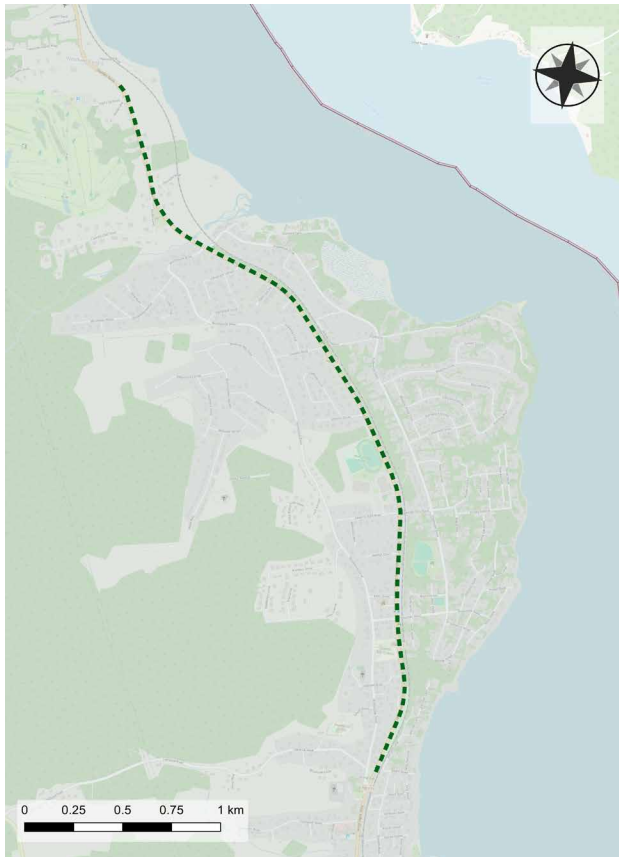
3.1.1 River Valley Drive (Route 177)

During the field assessment portion of our work, River Valley Drive (Route 177) was noted as having inconsistent lane widths and shoulders. This is a designated bike lane within the town, with the shoulders acting as the bike lane in some sections, but become non-existing in other sections of this route.

We see two separate treatments for this road.

(1) River Valley Drive in Community Hub

The section of River Valley Drive (between Golf Club Road and Woolastook Drive) highlighted in green in the map attached is located within a community hub and serves as the primary spine for the densest part of the Town. There is an opportunity to re-imagine the existing painted bike lane as a protected lane that utilizes a flexible bollard. A typical cross section of River Valley Drive has been provided below to visualize this final design standard.

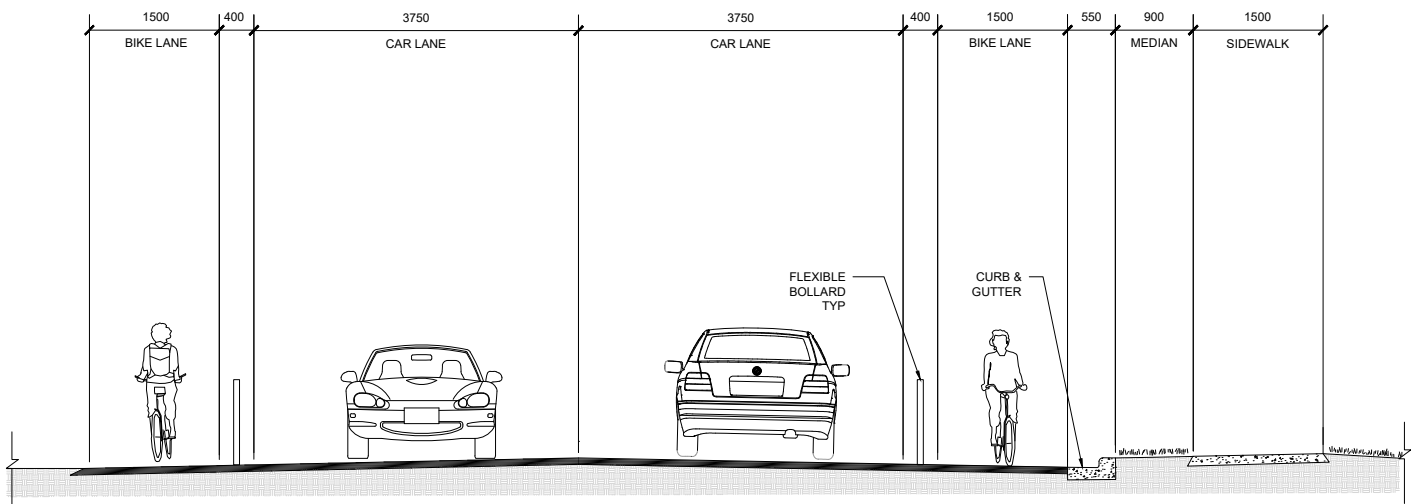


"Cyclo-Zone" Flexible Bollard - Toronto, ON (Image credit: Develotech)

This proposed design treatment has been used throughout New Brunswick and is a preferred choice for Canadian communities that experience significant snowfall as bollards can be folded downward and are not at risk from plows.

Fig 4.1 - River Valley Drive in Community Hub

River Valley Drive - Proposed Road Cross Section



(2) River Valley Drive - North

The section of River Valley Drive North of Golf Course Road, highlighted in green in the map below extends northward to Ward 2 as is identified as part of our recommended future active transportation network. A painted bike lane along the road shoulder is being recommended for this extension to support growing cyclist connectivity to the southern part of the community. Coupled with standardization of Route 177 land widths of 3.5 m throughout Grand Bay-Westfield, there is an opportunity to provide 1.5 meter shoulders that can accompany cyclists.

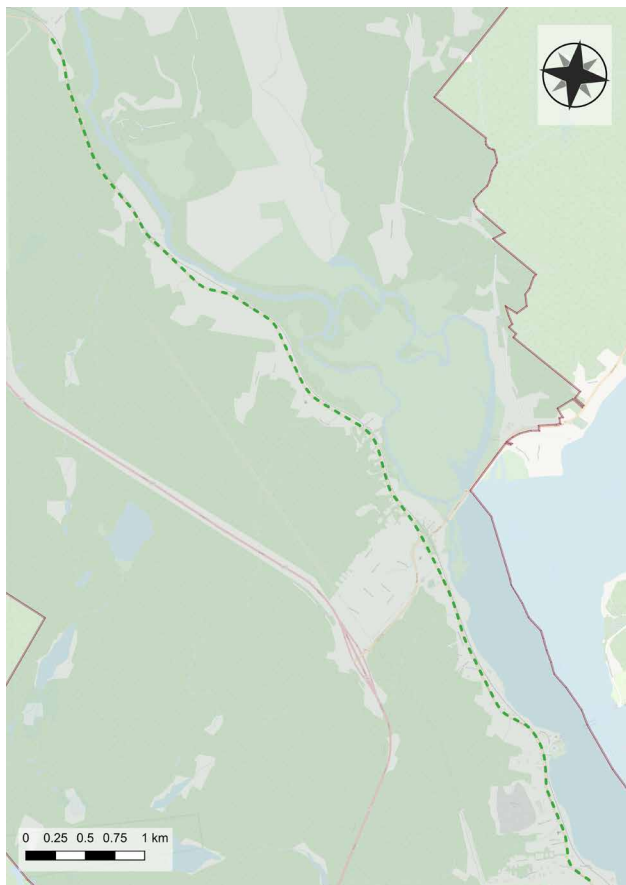
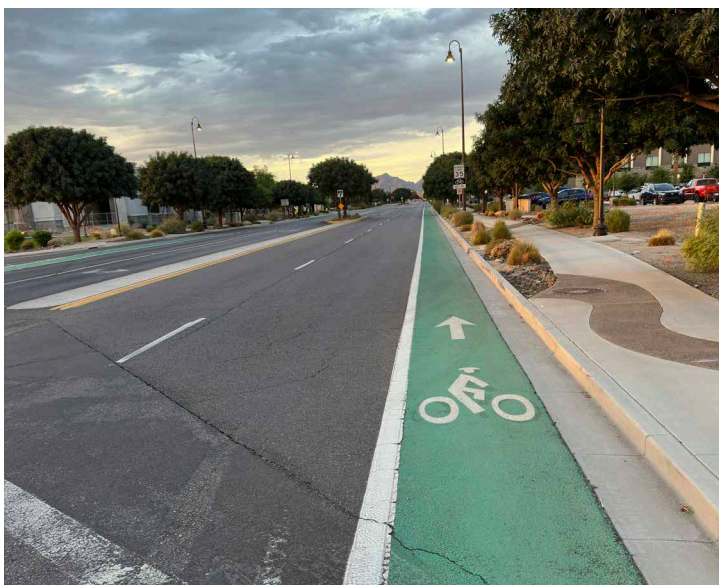


Fig 4.2 - Future Bike Lane Extension

The use of green coloured pavings is recommended as a visual aid to support road sharing and driver awareness. This painted shoulder option for expanding the town's cycling network is a cost-effective way to support expanded active transportation options in more rural areas of the community.



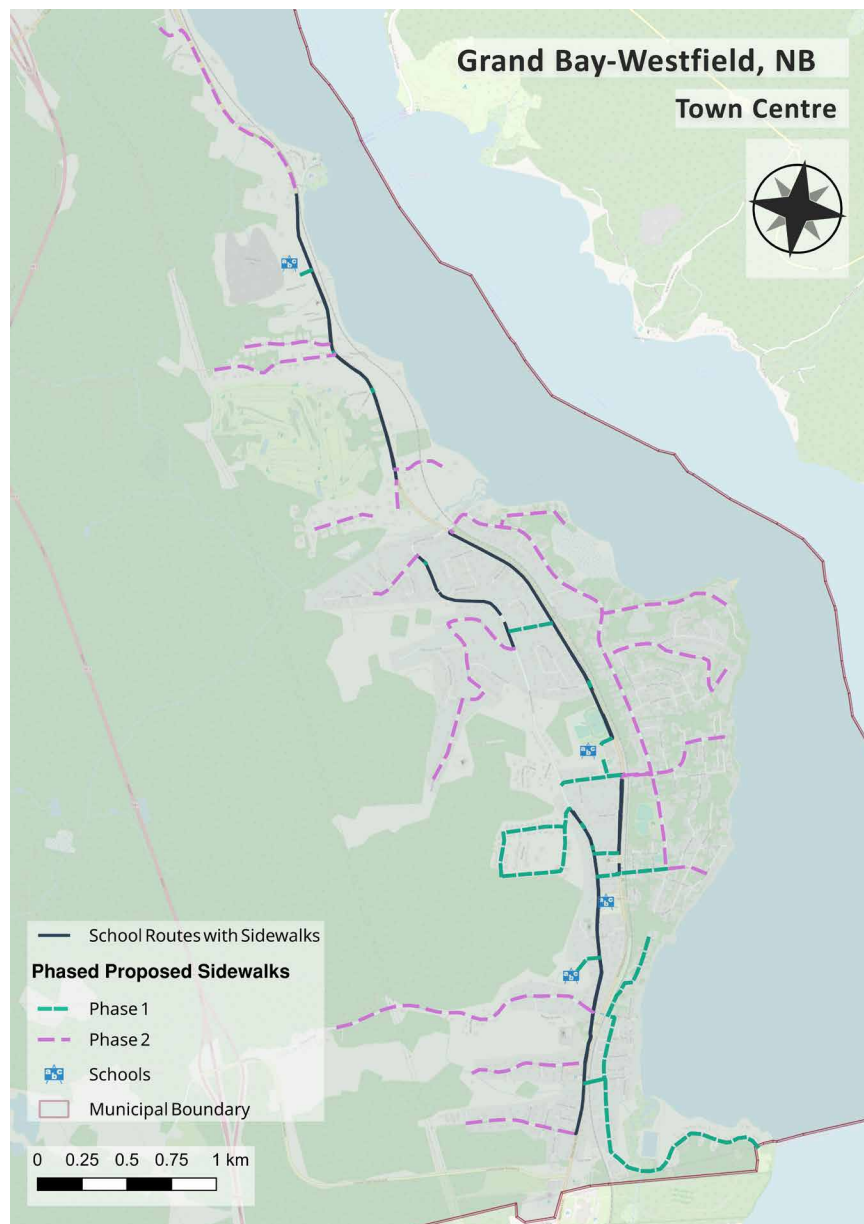
Green Paving Bike Lane Example (Image credit: ieugene72 via Reddit)

3.2 SIDEWALK NETWORK UPGRADES

Safe routes to school was a key focus of this work. In section 2.4.7, we identified areas where children live within 1.5 km from school and therefore do not have access to school bus transportation. We also identified routes where there are no sidewalks present, or sidewalks are inconsistent. Based on this analysis, we are proposing two phases of sidewalk upgrades. Not only will this support children accessing school safely, it also supports greater walkability in denser residential areas of the community. Note that sidewalks are not recommended for both side of the street - simply for financial sustainability of this program, and physical road size limitations.

3.2.1 Phase 1 Sidewalk Upgrades

Phase 1 of this proposed sidewalk infill includes the areas identified within the map below. These areas are those most critical to school access and include areas where there is disconnect between existing sidewalks. We envision that Phase 1 infill would occur in the near term (0-5 yrs)



3.2.2 Phase 2 Sidewalk Upgrades

Phase 2 includes also areas within school routes but are those further from the school and therefore are likely to carry less walkers. This upgrade would likely occur over the medium term (5-10 yrs).

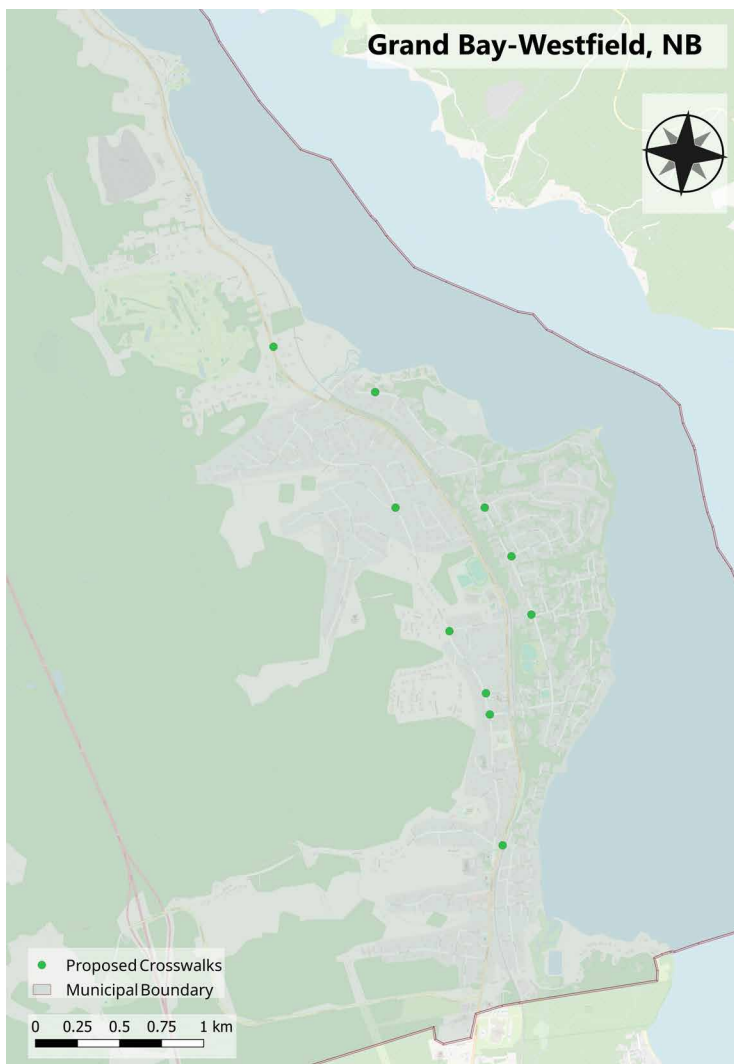
Fig 5.1 - Sidewalk Network - Existing and Proposed

3.3 CROSSING UPGRADES

Related to sidewalks are opportunities for people to safely cross busy streets and intersections. In our field assessments, we noted many people running across the road in areas where cars are traveling at high speeds, due to the lack of designated crossing opportunities. This section outlines specific locations where new crossings are recommended

3.3.1 Road Crossings

Focusing again on areas within community hubs, we are recommending a series of new crossings at the locations identified in the map below. Crossings along River Valley Drive should be installed with pedestrian-activated flashing beacons (RRFB), while those along Inglewood Dr. and Woolastook Dr. can be painted zebra-style crossings with signage.



Pedestrian-Activated Crossing - (Image Credit: Drive Smart BC)

Fig 6.1 - New Proposed Crosswalk Locations

3.3.2 Rail Crossings

It was noted during our site visits that there are several informal rail crossings along River Valley Drive that are being used to access properties along Inglewood Drive. There are safety concerns with informal crossings and the Town may wish to consider formalizing some of these crossings with the installation of fencing and signage denoting “cross at own risk”.



Pedestrian Rail Crossing - Dartmouth, NS (Google Earth)



4.0 PLAN ACTIONS

The following section outlines actions that help to address the plan objectives and goals. The following Plan Actions translate the community's priorities, on-the-ground analysis, and plan objectives into a clear set of implementable steps that will guide Grand Bay–Westfield toward a safer, more connected, and more accessible active transportation network. Drawing from the issues identified in earlier sections (including gaps in sidewalks and crossings, inconsistent cycling facilities, school-area safety concerns, and limited east–west connectivity) these actions outline interventions designed to enhance safety, strengthen mobility options, and support equitable access for all residents.

Organized around the plan's core objectives, the actions combine infrastructure improvements, policy updates, education initiatives, and funding strategies to ensure that progress is both achievable and aligned with municipal and provincial priorities.



1.0 Enhance Safety and Comfort

Goal	Action
<p>1.1 Improve pedestrian and cyclist safety by reducing points of conflict between motorists and active transportation users.</p>	<p>1.1.1 Implement Phase 1 crossing upgrades at priority hub locations (schools, Colonel Nase commercial area, Brundage Point), including flashing beacons, and curb extensions.</p>
	<p>1.1.2 Standardize lane widths on Route 177 to 3.5 m and clearly remark shoulders to reduce vehicle encroachment into walking and cycling space.</p>
	<p>1.1.3 Introduce flexible bollards in the Route 117 core hub area to provide low-cost physical separation for cyclists where road width permits.</p>
	<p>1.1.4 Develop a “slow zones” program including gateway treatments, speed feedback signs, and pavement markings near schools and community destinations.</p>
	<p>1.1.5 Upgrade the most hazardous intersections—Home Hardware, River Valley Drive & Epworth, and the Country Store—with improved signalization, visibility treatments, and stop-bar relocations.</p>
<p>1.2 Expand the number of pedestrian-activated crossings and improve lighting at key intersections and community nodes.</p>	<p>1.2.1 Install or upgrade pedestrian-activated crossings at Brundage Point, Grand Bay Primary, Westfield School, and other school approaches identified in the hub analysis.</p>
	<p>1.2.2 Introduce accessible push-buttons with auditory and tactile feedback at all new activated crossings.</p>
	<p>1.2.3 Implement Phase 2 crossing upgrades in lower-volume areas, including marked mid-block crossings where informal pedestrian activity is high.</p>
<p>1.3 Promote education and awareness about safe riding practices, particularly among youth using e-bikes and scooters.</p>	<p>1.3.1 Partner with local schools and the RCMP to deliver an annual “Safe Riding Week” addressing e-bike etiquette, helmet use, and navigating intersections.</p>
	<p>1.3.2 Develop youth-friendly signage (“Look for Bikes,” “Scooters Slow Down Here”) at school fronts and park entrances.</p>
	<p>1.3.3 Create printed and online “How to Ride Safely in Grand Bay–Westfield” materials explaining rules for bike routes, painted lanes, and shared streets.</p>



2.0 Embed Accessibility and Equity

Goal	Action
2.1 Ensure that all new infrastructure and programs are inclusive and accessible to people of all ages and abilities.	2.1.1 Adopt an “Accessibility First” design guideline requiring minimum 1.5 m sidewalks in all new AT projects, with space for mobility devices.
	2.1.2 Prioritize sidewalk expansion in school areas where the highest number of children are classified as “walkers” under provincial policy.
	2.1.3 Work with the Town’s Accessibility Advisory Committee to audit priority locations annually where benches should be located within high-use community-hub areas.
2.2 Incorporate features such as tactile paving, audible crossings, and accessible sidewalk widths into all design guidance.	2.2.1 Update all curb ramps in the core hub area to current accessibility standards, including tactile warning tiles and compliant slopes.
	2.2.2 Retrofit push-button crossings with auditory cues and countdown timers, beginning with school frontages.
	2.2.3 Require maintenance standards ensuring snow clearance in core hubs leaves a minimum 1.0 m accessible walkway year-round.



3.0 Encourage Short-Trip Mode Shifts

Goal	Action
3.1 Reduce the number of short car trips within the community by promoting walking, cycling, and micro-mobility as convenient and appealing alternatives.	3.1.1 Develop a “Hubs First” AT network where each hub receives complete sidewalk, crossing, and short-distance trail improvements that make walking the easiest choice for local trips.
	3.1.2 Install secure bike parking at Brundage Point River Centre, the Community Centre, schools, and work with local business to advocate for bike parking within commercial hubs.
3.2 Introduce wayfinding and signage that communicate travel times by foot, bike, or scooter between key destinations.	3.2.1 Launch a town-wide wayfinding system with branded signs indicating travel times to schools, parks, commercial areas, and waterfront destinations.
	3.2.2 Add pavement-level cues—arrows, distance markers, hub icons—along major bike routes such as Inglewood Drive and Woolastook Drive.
	3.2.3 Create a digital AT map for the municipal website and tourism partners, integrating walking/cycling routes. Consider adding QR codes to signage linking to digital map.



4.0 Prioritize Action and Funding Alignment

Goal	Action
<p>4.1 Focus on implementable, cost-effective projects with measurable community benefits.</p>	<p>4.1.1 Advance “quick win” projects that demonstrate immediate safety improvements. This includes Phase 1 crossing upgrades, School Street/Woolastook Drive sidewalk infill, and bollard-protected cycling sections in the Route 177 core, prioritizing projects with a low capital cost but high safety return.</p>
	<p>4.1.2 Prioritize projects that can be supported by local funding mechanisms, including the Canada Community-Building Fund (CCBF), which the Town may allocate toward sidewalks, active transportation, and pedestrian bridge feasibility.</p>
	<p>4.1.3 Develop a costed two-year implementation package that aligns high-impact, low-cost items with annual municipal budgeting cycles, enabling the Town to show progress while preparing for larger future funding calls.</p>
	<p>4.1.4 Create a performance monitoring framework that tracks walking/cycling volumes, school-zone mode share, and near-miss/collision reports to evaluate the benefits of early investments.</p>
<p>4.2 Align projects with provincial and federal active transportation funding programs to maximize investment opportunities.</p>	<p>4.2.1 Prepare shovel-ready design packages for AT projects that match upcoming opportunities under the Canada Public Transit Fund (CPTF)—the permanent federal program (starting 2026–27) that will include discreet Active Transportation funding streams modeled on the former Active Transportation Fund.</p>
	<p>4.2.2. Consider opportunities that may be appropriate for the Trail Infrastructure Fund for to improve accessibility and surfacing on existing trails within community hub areas.</p>
	<p>4.2.3 Coordinate with neighbouring communities and the Trans Canada Trail and “Trail Catalyst Fund” to secure funding to enhance regional connectivity.</p>
	<p>4.2.4 Align AT upgrades with larger capital works and any planned provincial work along route 177 (resurfacing, drainage improvements, and urban design projects) to reduce incremental cost of recommended updates.</p>



5.0 Strengthen Connectivity

Goal	Action
5.1 Fill gaps in the existing pedestrian and cycling network, focusing on high-priority areas near “community hubs” (areas that include schools, recreation sites, and commercial uses).	5.1.1 Complete sidewalk and crosswalk expansion Phase 1 in school zones, followed by Phase 2 connecting neighbourhoods and parks.
	5.1.2 Introduce a continuous bicycle corridor along Route 177 with a mix of separated and painted bike lanes (as outlined in section 3.0)
	5.1.3 Implement a formal pedestrian/cycling crossing to Ward 2, where no safe crossing currently exists.
5.2 Integrate new connections with development and capital projects to leverage opportunities for network expansion.	5.2.1 Require new subdivisions along Colonel Nase and River Valley Drive to include AT links to the town-wide network and include at minimum 1.5 meter-wide sidewalks.
	5.2.2 Coordinate AT improvements with school renewal projects and the Community Centre campus upgrades.
5.3 Enhance regional connectivity with neighbouring communities	5.3.1 Support long-term planning for a riverfront “blue-way” connecting Brundage Point to the Trans Canada Trail riverfront network.
	5.3.2 Partner with Saint John and Quispamsis to advance a regional cycling loop, including ferry integration and signage harmonization.



5.0 IMPLEMENTATION AND MONITORING

A successful Active Transportation Plan requires a clear, realistic roadmap for turning recommendations into action. The implementation approach for Grand Bay–Westfield recognizes the Town’s funding limitations, operational capacity, and the need to coordinate with partners such as the Department of Transportation and Infrastructure (DTI), Transport Canada, NB Trails, and the School District. This section outlines a phased strategy that prioritizes safety, connectivity, and ease of implementation while preparing the Town to take advantage of emerging funding opportunities at the provincial and federal levels.

The implementation program is structured around three timeframes—short-term, medium-term, and long-term—each reflecting the scale, complexity, and readiness of different projects. Many initial actions focus on low-cost, high-impact improvements such as enhanced crossings, sidewalk infill near schools, early cycling network upgrades, and operational adjustments to improve year-round access. More complex initiatives, including regional trail connections, corridor redevelopment, and infrastructure requiring rail or highway coordination, will take longer to plan and deliver.

5.1 IMPLEMENTATION APPROACH

The implementation strategy is built on five complementary streams, each of which works together to move the Town toward a safer and more connected network.

1. Network Development: Build the physical network (sidewalks, crossings, bike lanes, and multi-use paths) that connects neighbourhoods to community hubs, schools, and the riverfront.

2. Safety and Accessibility Enhancements: Improve safety through redesigned intersections, upgraded crossings, traffic calming, and accessibility retrofits.

3. Operations and Maintenance: Ensure sidewalks and key trail segments remain usable year-round—especially during winter—through targeted maintenance, grooming, and operational adjustments.

4. Education, Promotion, and Partnerships: Support behaviour change by educating road users, promoting safe walking and cycling, and building partnerships with schools, local organizations, and enforcement agencies.

5. Policy, Planning, and Funding Alignment: Embed active transportation into municipal planning and budgeting processes, and prepare the Town to leverage federal and provincial funding for major capital projects.

5.2 PHASING STRATEGY

The following phasing structure provides a realistic and achievable pathway for implementing the plan based on urgency, funding potential, and operational considerations.

5.2.1 Short-Term (0–2 Years)

Early actions focus on improving safety around schools and community hubs, delivering visible results, and laying the groundwork for larger projects.

Key priorities include:

- Sidewalk and crossing upgrades in school zones
- Installation of Rectangular Rapid Flashing Beacons at high-risk crossing locations
- Flexible bollard protection and shoulder standardization in the Route 177 core
- Development of Safe Routes to School corridors
- Winter maintenance priority network
- Road-user education and awareness campaigns

These improvements address the most urgent needs and build early community support.

5.2.2 Medium-Term (3–5 Years)

Medium-term actions focus on projects requiring design work, property considerations, or funding from programs such as the Canada Public Transit Fund, NB Trail Infrastructure Fund, and Trans Canada Trail Catalyst Fund.

Key priorities include:

- East–west connector paths linking major neighbourhoods and parks
- Sidewalk expansion beyond school zones
- Accessibility retrofits (curb ramps, tactile surfaces, audible signals)
- New wayfinding systems and digital AT mapping
- Surface upgrades and grooming equipment for priority trail segments

5.2.3 Long-Term (5+ Years)

Long-term initiatives are larger, transformational projects that require multi-agency coordination and long-term capital planning.

Key priorities include:

- Route 177 corridor enhancements beyond the core hub
- Colonel Nase Boulevard active transportation improvements
- Regional trail and riverfront greenway connections
- Formalized pedestrian and cyclist crossing to Ward 2 over or under rail and highway barriers

5.3 IMPLEMENTATION PLAN

The tables below summarize the major actions within each implementation stream, the expected timeline, and key partners involved. This table can be updated as funding conditions or project readiness change.

5.3.1 Network Development

Action	Timeline	Lead/Partners	Est. Cost Range
<p>a) Priority Sidewalk & Crossing Upgrades in Priority School Areas (Phase 1)</p> <p>Fill missing sidewalk gaps, enhance crossings, and improve safety around Grand Bay Primary, Inglewood School, Westfield School, and River Valley Middle School. Includes RRFBs, curb ramps, improved lighting, and high-visibility markings.</p>	Short	Town, DTI	<p>Sidewalks: \$450–\$600/m</p> <p>RRFB crosswalks: \$65,000–\$90,000 each</p> <p>Curb extensions: \$40,000–\$70,000 per corner</p> <p>Lighting improvements: \$6,000–\$8,000 per pole</p>
<p>b) School Street Improvements</p> <p>Designated, signed, and safety-Address the narrow width, winter safety issues, and tight corner by adding a sidewalk and exploring flexible barriers or shoulder delineation.</p>	Short	Town, School District,	<p>Sidewalk: \$450–\$600/m</p> <p>Flex barriers: \$50,000–\$120,000</p>
<p>c) Route 177 / River Valley Drive – Core Hub Bike Lane</p> <p>Install flexible bollards to create a delineated, protected shoulder for cyclists and pedestrians in the commercial core. This provides low-cost physical separation, improves winter operations, and corrects the inconsistent shoulder widths identified in existing conditions.</p>	Short/Medium	Town, DTI	<p>Bollards + paint: \$120,000–\$200,000 per km</p>

Action	Timeline	Lead/Partners	Est. Cost Range
<p>d) Route 177 – Lane Width Standardization to 3.5 m (Short-Term)</p> <p>Re-stripe Route 177 to consistent 3.5 m lanes through the hub area to reduce vehicle drifting and free space for protected cycling lanes.</p>	Short/Medium	Town/DTI	Linework only: \$8,000–\$20,000 for core section
<p>e) Route 177 – Painted Bike Lanes Outside the Core</p> <p>Standardize lane markings and upgrade painted bike lanes on wider segments of Route 177 north and south of the hub. Includes shoulder widening where feasible, edge-line relocation, and removal of misleading bicycle symbols.</p>	Medium	Town, DTI	<p>Re-marking: \$7,000–\$10,000 per km</p> <p>Shoulder widening (if needed): \$50,000–\$150,000 per km</p>
<p>f) Expand Sidewalk Network within School Zones (Phase 2)</p> <p>Extend the sidewalk phase 2 areas outlined in Figure 5.1</p>	Medium	Town, DTI	<p>Concrete sidewalk: \$450–\$600/m</p> <p>Boulevard-separated sidewalk (where applicable): \$600–\$1,200/m</p> <p>Stormwater adjustments: +\$200–\$400/m if required</p> <p>Intersection tie-ins: \$10,000–\$40,000 each (varies by curb and drainage conditions)</p>
<p>f) Formalized Ward 2 Pedestrian/Cyclist Crossing</p> <p>Create a safe crossing of the NB Southern Rail Line and Highway 177 barrier for cyclists and pedestrians accessing Ward 2.</p>	Long	Town, DTI, CN/NB Rail	Depends heavily on crossing type but likely ranges from \$500,000–\$3M+

5.3.2 Safety and Accessibility

Action	Timeline	Lead/Partners	Est. Cost Range
<p>a) Key Intersection Crossing Upgrades</p> <p>Improve visibility, reduce conflict points, and upgrade pedestrian features at the Town's highest-risk intersections.</p>	Short	Town, DTI	Comprehensive safety upgrade: \$150,000–\$500,000 per intersection
<p>b) Enhanced Lighting on Key Corridors</p> <p>Add or upgrade lighting at school frontages, trailheads, mid-block crossings, and areas with limited visibility.</p>	Short/Medium	Town, School District, RCMP	<p>New poles: \$6,000–\$10,000 each</p> <p>Fixture retrofit: \$2,000–\$6,000 each</p>
<p>c) Universal Accessibility Retrofits</p> <p>Install tactile tiles, correct curb ramp slopes, add audible pedestrian signals, and remove physical barriers at intersections along River Valley Drive in community hubs.</p>	Medium	Town, DTI, CN/NB Rail	<p>Tactile warning plate retrofit: \$2,000–\$5,000 per corner</p> <p>Audible crossing signal: \$8,000–\$15,000 per intersection</p>
<p>d) Address Informal Rail Crossing Interventions</p> <p>This may include formalizing crossings where feasible, installing deterrent fencing, improving wayfinding to direct users to safer routes, and coordinating with CN/NB Rail to ensure compliance with federal rail safety requirements.</p>	Medium	Town, CN/NB Rail	Rail safety treatments (signage, fencing, deterrents): \$25,000–\$75,000

5.3.3 Operations and Maintenance

Action	Timeline	Lead/Partners	Est. Cost Range
<p>a) Winter Maintenance Priority Network (Short-Term)</p> <p>Define and maintain a school- and hub-focused winter network including sidewalks on Woolastook Drive, School Street, and Brundage Point.</p>	Short	Town, DTI	Existing costs determined by the Town.

5.3.4 Education and Partnerships

Action	Timeline	Lead/Partners	Est. Cost Range
<p>a) Road-User Education & Enforcement Program</p> <p>Promote safe interactions among drivers, cyclists, and e-mobility users; includes school outreach, signage, and RCMP involvement.</p>	Short	Town, DTI	Annual program budget: \$10,000–\$25,000
<p>b) Community Wayfinding & Digital Mapping</p> <p>Install consistent AT wayfinding signs and publish an online interactive map of walking/cycling routes.</p>	Medium	Town, School District, RCMP	<p>Town-wide package: \$25,000–\$50,000</p> <p>Digital map development: \$5,000–\$15,000</p>

5.4 MONITORING STRATEGY

Monitoring progress is essential to ensuring that the Active Transportation Plan delivers meaningful improvements in safety, connectivity, and accessibility. The monitoring strategy below links directly to the implementation actions in Network Development, Safety & Accessibility, Operations & Maintenance, and Education & Partnerships.

5.4.1 Safety Performance Monitoring

Key Measures:

- Collision and near-miss reports involving pedestrians, cyclists, or e-scooter users at priority locations (Epworth, Home Hardware, Country Store, school zones).
- Driver compliance at new RRFBs and pedestrian-activated crossings.
- Observed user behaviour at new bollard-protected corridors on Route 177 (whether cyclists use the intended space, vehicle encroachment levels, etc.).
- Speed trends in designated “slow zones” near hubs and schools.

Success Indicators:

- Reduction in pedestrian/cyclist-related collisions or near misses.
- Increased yielding rates at crossings.
- Lower vehicle speeds near community hubs.

5.4.2 Connectivity & Network Completion Monitoring

Key Measures:

- Kilometres of new or improved sidewalks (Phase 1 and Phase 2).
- Kilometres of upgraded cycling facilities, including:
 - Painted bike lanes outside the core
 - Bollard-protected lanes in the Route 177 commercial hub
 - Standardized 3.5 m lane widths with consistent shoulders
- Number of new crossings installed, including RRFBs and tactile-equipped crossings.
- Completion of east–west connector paths, formalized rail crossings, and trail upgrades.
- Progress on long-term projects such as the Ward 2 crossing or Colonel Nase AT spine.

Success Indicators:

- Continuous AT corridors in hubs (schools, parks, commercial areas).
- Reduction in “missing sidewalk” gaps.
- Increased route options and improved east-west mobility.

5.4.3. Accessibility & Equity Monitoring

Key Measures:

- Number of upgraded curb ramps with tactile paving.
- Audible push-button installations at priority intersections.
- Winter accessibility metrics (maintained width of sidewalk network in core hubs).
- Bench placements and accessible resting points identified in collaboration with the Accessibility Advisory Committee.

Success Indicators:

- All new AT facilities meeting universal design standards.
- Year-round passability of sidewalks in hubs and school areas.
- Increased use by seniors and mobility-device users.

5.4.4. Usage and Mode-Shift Monitoring

Key Measures:

- Pedestrian counts at key locations such as:
 - › School fronts
 - › Route 177 core hub
- Cyclist counts along new protected and painted corridors.
- School travel mode share (percentage walking/biking/scootering).
- Use of new AT amenities, such as bike parking and signed routes.

Success Indicators:

- Growth in walking/cycling volumes year over year.
- Reduced reliance on short car trips within 1.5 km school catchments.
- More diverse users (youth, seniors, families).

5.4.5. Operations & Maintenance Monitoring

Key Measures:

- Snow-clearing performance on school-zone sidewalks, hub areas, and priority winter AT network.
- Maintenance turnaround time for signage, bollard replacements, and pavement markings.

Success Indicators:

- Reliable winter access to schools and hubs.
- Extended seasonal use of trails.
- Reduced maintenance complaints from residents.

5.4.6. Program & Policy Monitoring

Key Measures:

- Delivery of education programs, including Safe Riding Week and signage campaigns.
- Adoption and application of AT design guidelines in new development and capital projects.
- Funding success—grants applied for vs. grants awarded.

Success Indicators

- Improved consistency in AT design across the Town.
- Increased external funding leveraged to support capital projects.

5.5 FUNDING PROGRAMS

5.5.1 Federal Funding

The Government of Canada supports active transportation and trail development through several programs, including a dedicated fund, broader infrastructure programs, and specific initiatives for safe routes to school.

Program	Objectives and Relevance	Status & Key Detail
Canada Public Transit Fund (CPTF)	Successor to the former Active Transportation Fund. Provides permanent, stable funding of \$3 billion per year for public transit and active transportation infrastructure, starting in 2026-2027.	Ongoing program framework: Targeted Funding stream will include future calls for Active Transportation projects, building on the ATF.
Green Municipal Fund (GMF) – Safe and Active School Routes	Dedicated grants that focus on infrastructure and road safety improvements in school zones, to help municipalities implement active transportation infrastructure and road safety improvements that increase the number of children walking, biking, or rolling to school. (e.g., crosswalks, separated bike lanes). Delivered by the Federation of Canadian Municipalities (FCM) through the Green Municipal Fund (GMF)	Application intake currently closed (Continue monitoring GMF/FCM website). Provides up to \$125,000 (50% of eligible costs) in grants.
Trans Canada Trail – Trail Catalyst Fund	Supports the quality, connectivity, and sustainability of the national trail network, including new construction and major/minor repairs.	Year-round intake reviewed quarterly. Funds local trail groups to close gaps and support trail infrastructure.

<p>Canada Community-Building Fund (CCBF)</p>	<p>Provides predictable, flexible federal funding for local governments across 19 categories, including local roads & bridges, tourism and recreation.</p> <p>NB will receive \$50,563,038 in 2026-2027.</p>	<p>The Town Council determines the allocation and can use it for sidewalks, bike lanes, or as the local share for larger projects. Eligible for pedestrian bridges.</p>
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5.5.2 Provincial Funding

Program	Objectives and Relevance	Status & Key Detail
<p>New Brunswick Trail Infrastructure Fund (Greenway Trail Projects)</p>	<p>Ongoing opportunity for trail-related infrastructure and non-motorized trail development.</p>	<p>Year-round intake by the Regional Development Corporation (RDC). Provides up to 40% of eligible costs to municipalities and non-profits. Applicants must own or lease the land on which the work will occur.</p>
<p>Provincial Infrastructure Capital Plan (“The Road Ahead”)</p>	<p>Manages multi-year capital investment for major bridges and provincial ferries.</p>	<p>Projects like pedestrian bridges or ferry infrastructure improvements must be prioritized by the Town and submitted to the Department of Transportation and Infrastructure (DTI) for inclusion in the provincial plan.</p>



6.0 CONCLUSION

This plan represents a significant step toward shaping a safer, healthier, and more connected future for the community. Developed through a combination of local insight, technical analysis, and a clear understanding of Grand Bay–Westfield’s geography and travel patterns, the plan lays out a focused direction for improving mobility choices for residents of all ages and abilities.

A central theme throughout this work is the importance of creating a network that supports everyday mobility. Many trips in Grand Bay–Westfield are short and local, yet the absence of safe infrastructure forces residents to rely on vehicles even for distances that could be walked or cycled. Improving crossings, sidewalk continuity, lighting, and trail connections—particularly within major community hubs—has the potential to shift this pattern and create a transportation system that better supports children, youth, older adults, and those who do not or cannot drive.

The implementation program recognizes the realities of funding, winter operations, and agency coordination. By focusing on manageable, high-impact improvements in the short term, and preparing for larger regional and corridor projects over time, the plan provides a realistic and phased pathway toward long-term success. Strong alignment with federal and provincial programs positions the Town to leverage external investment, while a clear monitoring strategy ensures progress is measurable and transparent.

Ultimately, this plan offers more than a list of infrastructure recommendations—it provides a strategic framework for improving community health, accessibility, and resilience. As Grand Bay–Westfield continues to grow, the Active Transportation Plan will help guide decisions that support safe routes to school, vibrant community hubs, enhanced trail and riverfront access, and a mobility network that reflects the values and aspirations of its residents.