

The Coastal Link Trail

Saint John Common Council
April 23rd 2019



Coastal Link Trail
Incorporated

Purpose

- To inform council of the Coastal Link Trail project and its proposed route options within Saint John.
- To ensure alignment with the City's active transportation, recreation, tourism and population growth goals.
- Requesting a letter of support from the City of Saint John to be sent to provincial government (DTI & THC ministers) and Trans Canada Trail Inc.

Coastal Link Trail Objectives

- To Support Healthy Living
 - Physical, mental and community cohesion
- To Augment Provincial Tourism
- Promote Economic Opportunities
- To ATTRACT and RETAIN Population Growth in Southwestern New Brunswick



Two National Networks on our Doorstep

Stories

Give



News | Events | FR



East Coast Greenway®

A Trail Connecting Cities

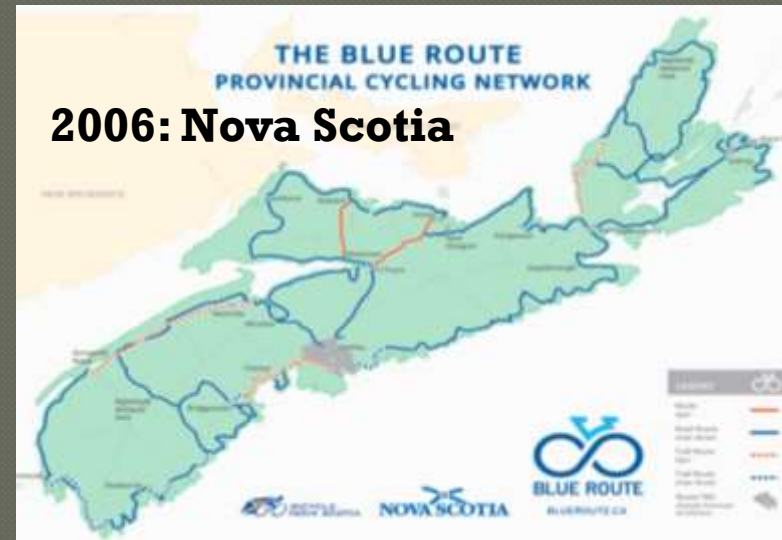
Maine to Florida
Proposed Route Corridor

Rev. March 2008



Fuss & O'Neill Inc. Consulting Engineers
Manchester, CT
Fairfield, CT
www.fento.com
(800)648-2409
Longmeadow, MA
Providence, RI
Shelburne, VT

Surrounding Development



Tourism Potential

- La Route Verte, Quebec:
 - **2861 Jobs**
 - **\$134M Spending**
- Cycle Tourism in Maine:
 - **\$66M Spending**
- Cycle Tourists in New Brunswick:
 - **Spend \$130**
per person, per visit to trails

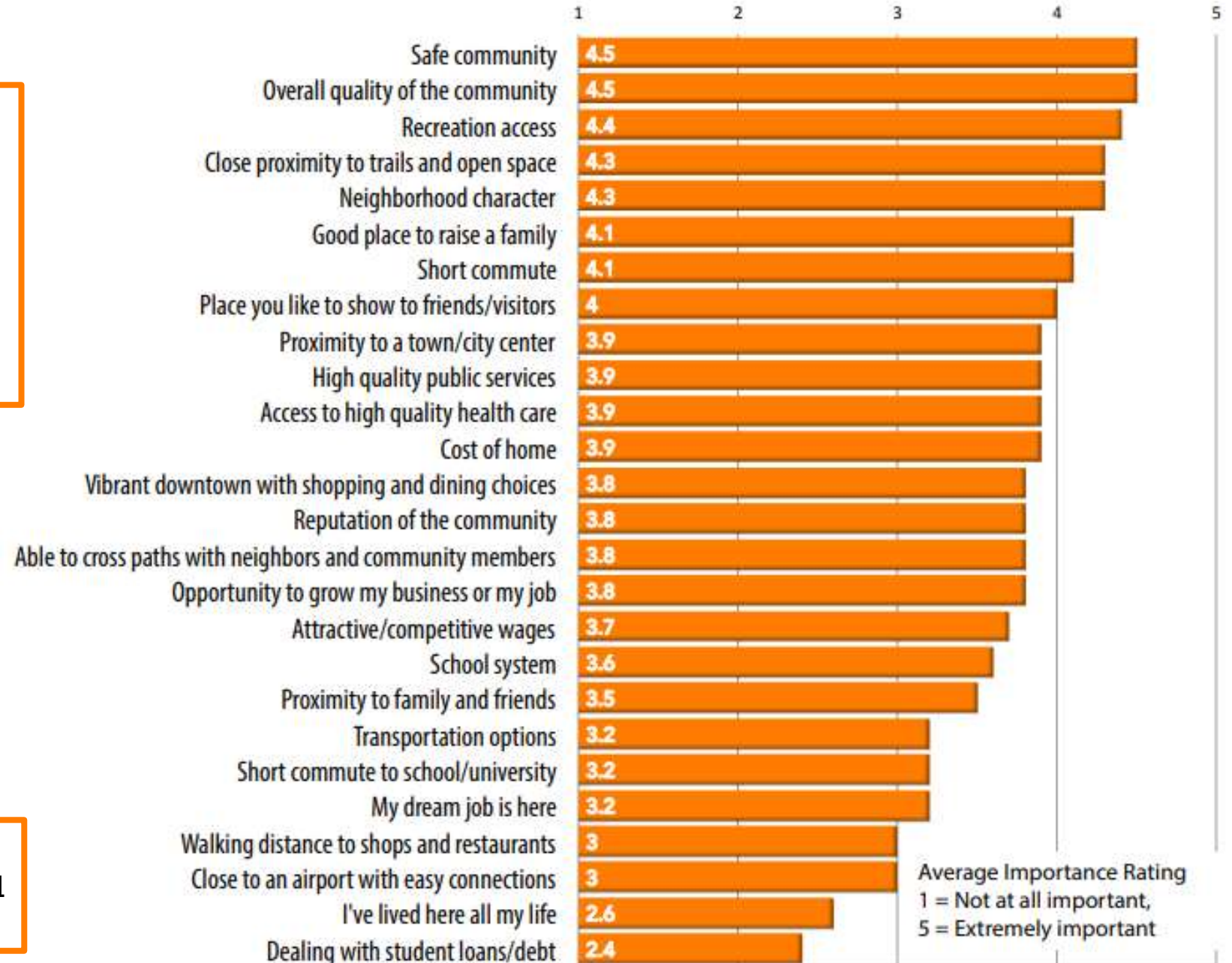


E-bikes are opening cycle tourism to a whole new audience

How important were the following factors in your decisions to locate/remain in your community

Proximity to trails
ranked in the top five

Higher than cost of housing,
the school system, healthcare,
and wages.



Sonoran Institute, 2015

Surveyed 450 business owners and
500 community members

Opportunity



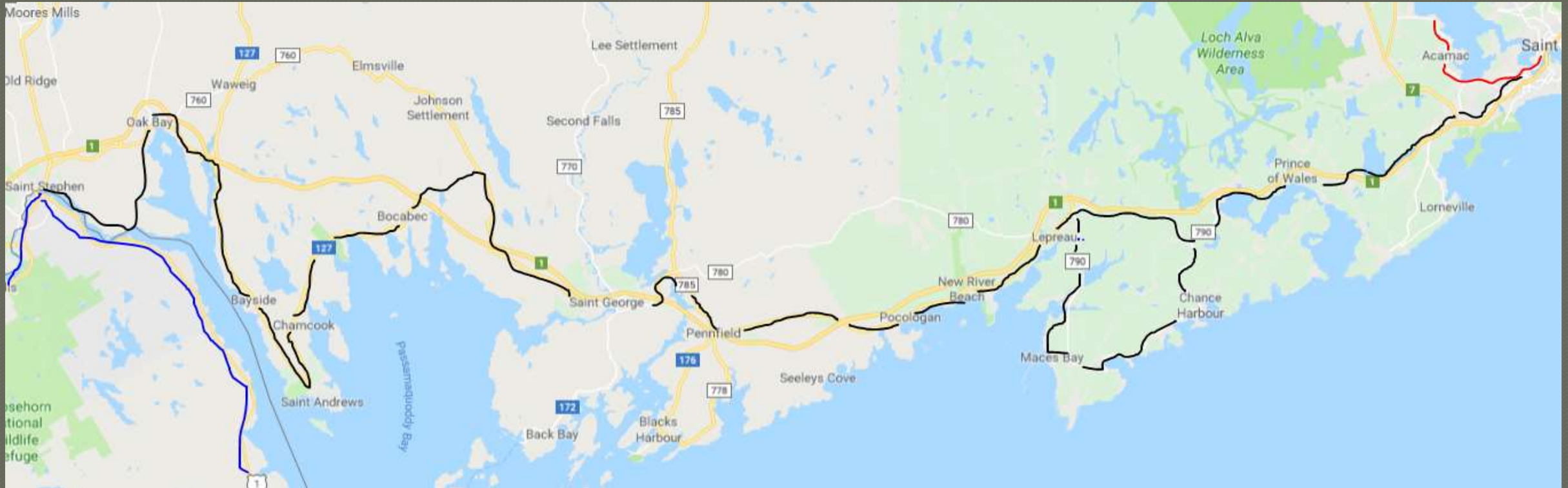
2016 - 2018

Grassroots committee formed

Feasibility study is
commissioned. Available at:
www.snbcs.ca/recreation

Provincial government
introduces the New Brunswick
Trails Action Plan, which names
the Coastal Link Trail as one of
eleven signatures trails to be
developed.

The Proposed Route



Objective:


- Must connect The Great Trail to the East Coast Greenway
- Bring travellers into our communities to showcase what our region has to offer.
- Offer our residents new opportunities to get active.
- Recommended route by the feasibility study (Dillon Consulting, 2018) after several community meetings.
- 70% on-road, 30% off-road


 The Great Trail aka Trans Canada Trail

Coastal Link Trail

 Road Option: Manawagonish Rd, Ocean Westway

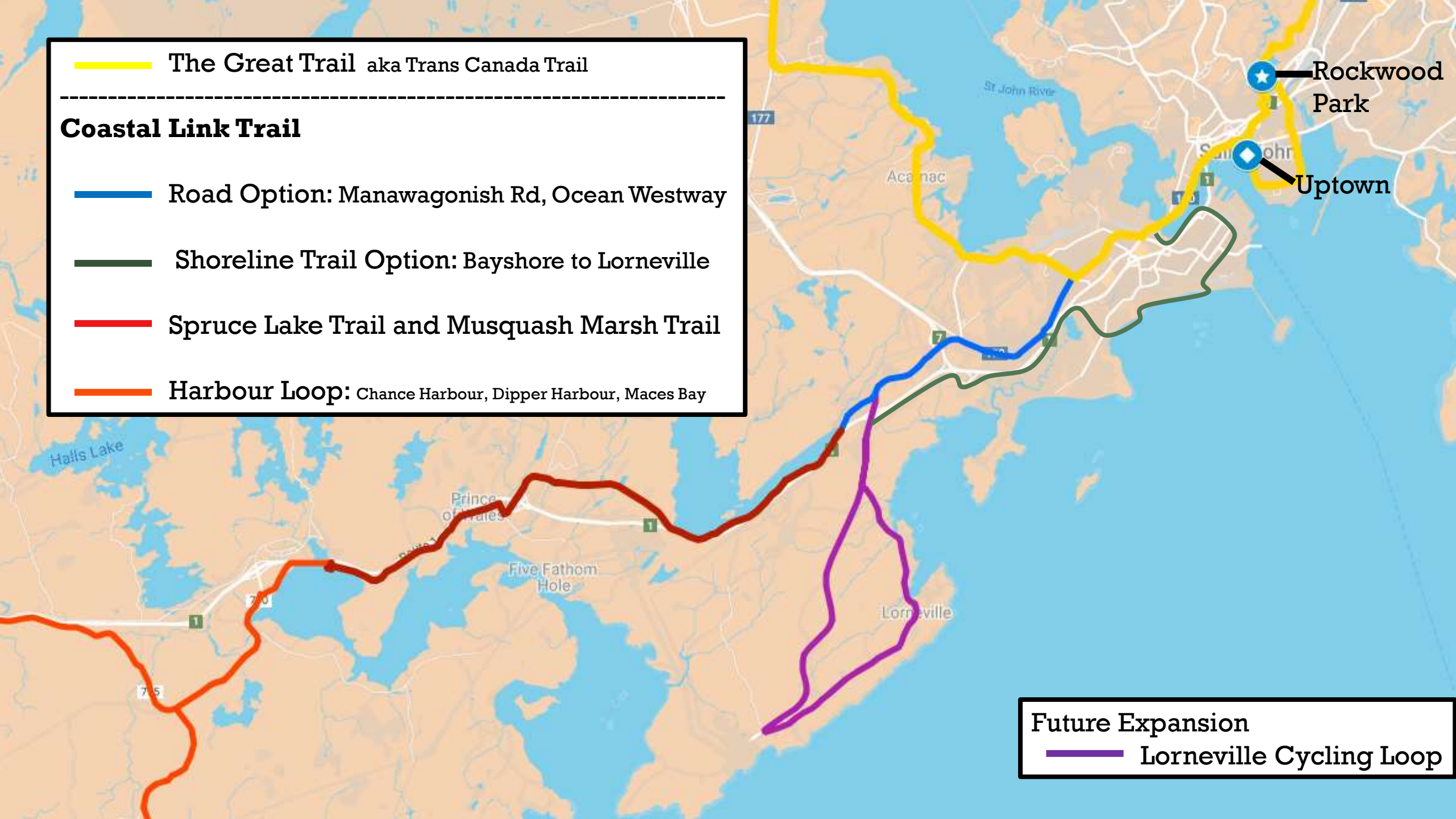
 Shoreline Trail Option: Bayshore to Lorneville

 Spruce Lake Trail and Musquash Marsh Trail

 Harbour Loop: Chance Harbour, Dipper Harbour, Maces Bay

Future Expansion

 Lorneville Cycling Loop



Next Steps

- Coastal Link Trail Inc holds \$1M in seed funding
 - Focusing on design and implementation in St Stephen, St Andrews, St George, Musquash Estuary and Saint John.
- Saint John Area Priorities:
 1. Design Study for Shoreline Trail
Former Railbed - Bayshore to Lorneville
 2. Trailhead
Rockwood Park, Uptown, Marketplace
 3. Spruce Lake Trail Improvements



Next Steps

- Marketing, Signage and Wayfinding Plan
RFP is currently open
- ACOA: Economic Impact Study
- Register with Trans Canada Trail Network
 - Require letters of support from the City of Saint John and Province of New Brunswick.
 - Opens funding opportunities from Trans Canada Trail Inc.



Musquash Estuary

Ask of Saint John Common Council

- Support the vision and objectives of this project.
 - Inform the provincial government and Trans Canada Trail of your support.
-

With this motion, Coastal Link Trail Inc shall proceed with design work for Shoreline Trail option (former railbed from Bayshore to Lorneville). Once completed, Coastal Link Trail Inc. shall return to council with the design.

How the community can get involved

- Join the Fundy Region advisory committee
- Let your local MLA and ministers know you support this trail

Bill.Oliver@gnb.ca
Minister of Transportation

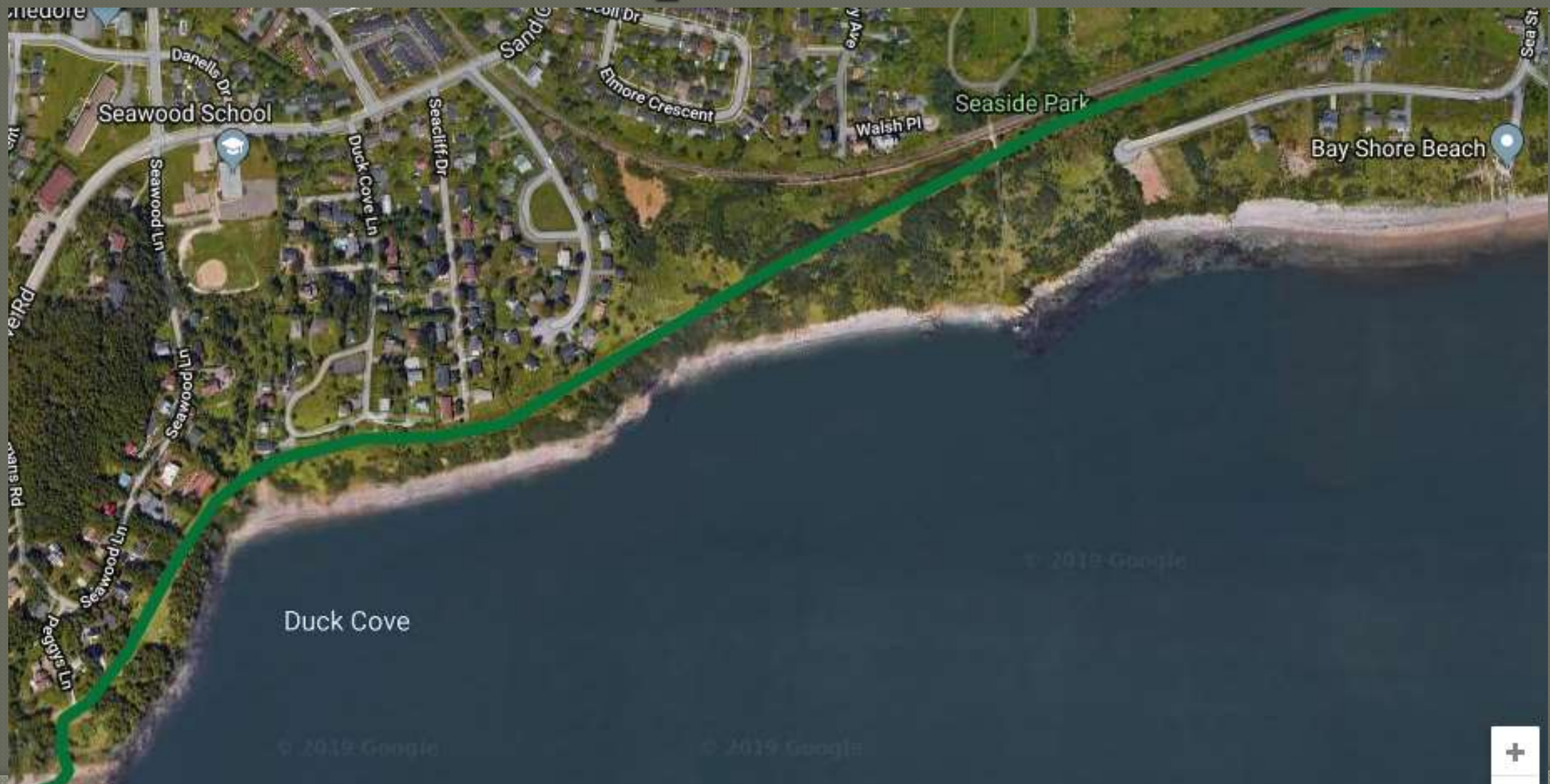
Robert.Gauvin@gnb.ca
Minister of Tourism



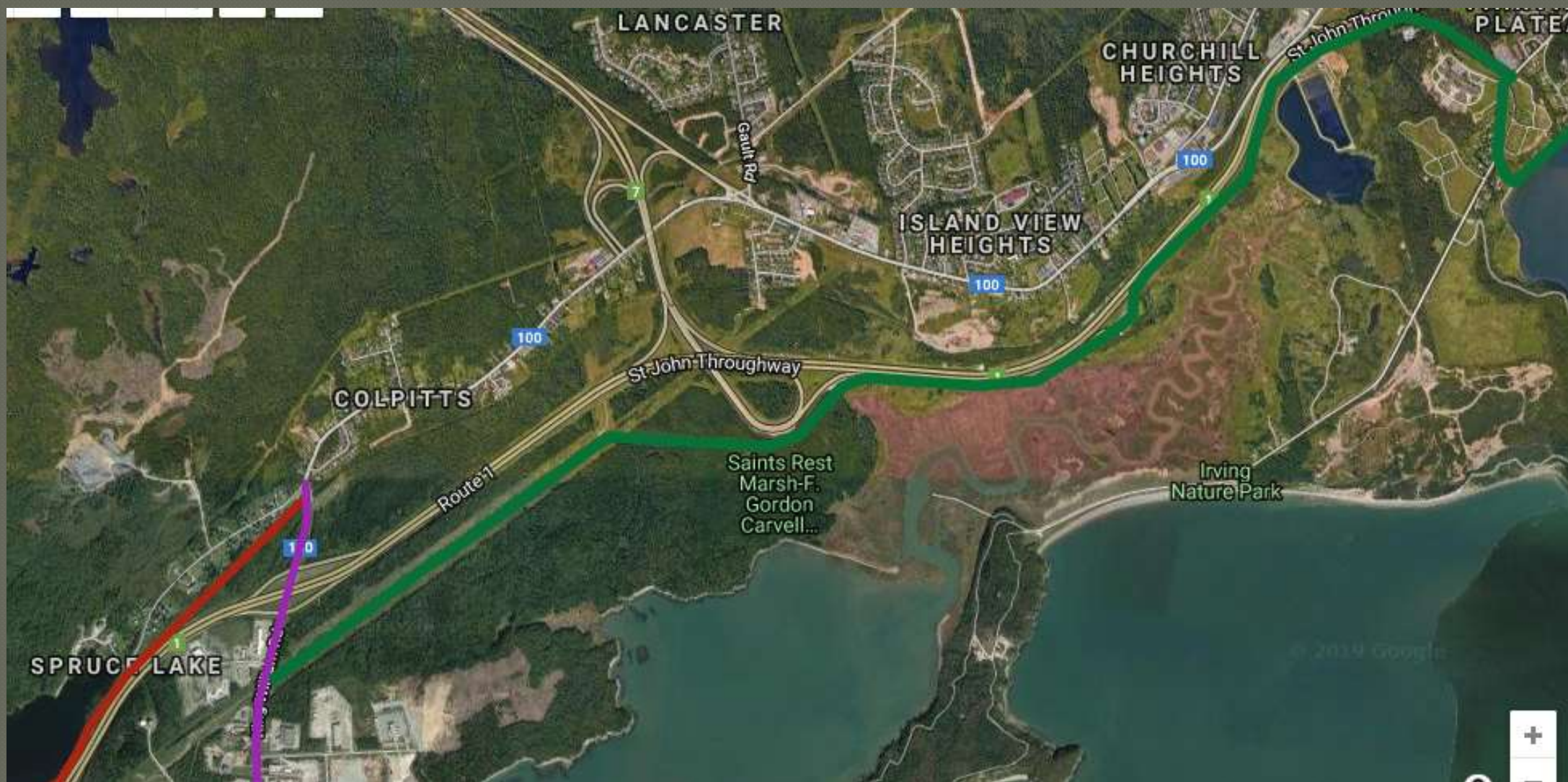
Trevor Fotheringham is a resident of Saint John and board member of the Coastal Link Trail Inc

Additional Info

Shoreline Trail Option to be studied



Shoreline Trail Option to be studied



The Plan

Phase 1 (2016-18)

- Identified the Deficiency
- The Coastal Link Trail is identified as 1 of 11 Signature Trails in the [NB Trails Action Plan](#)

Phase 2 (2018/19)

- Completed Options Analysis
 - Dillon Consulting
- ★ -Definition
- ★ -Costs
- ★ -Standards (DTI, TAC and TCT)
- ★ -Trail Head Design
- ★ -ACOA, Trans Canada Trail
 - Costing
 - Metrics

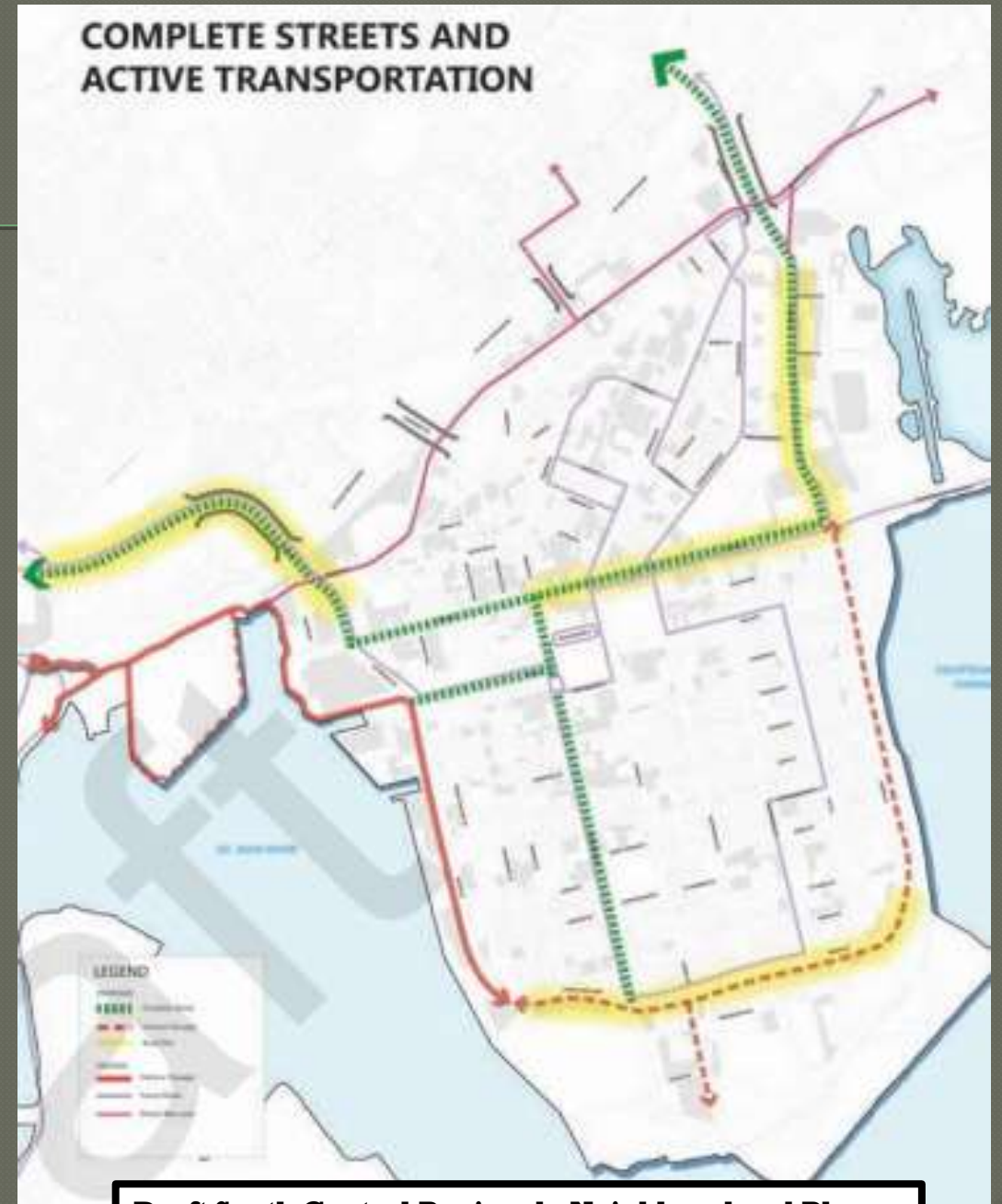
Phase 3 (2019-)

- Implementation
 - \$1M in Seed Funding Secured
 - Estimated Cost: \$35M over +10 years

Strategic Alignment

The Coastal Link Trail shall align with existing plans and work collaboratively with related initiatives

- MoveSJ (underway)
- Population Growth Framework (2018)
- PlaySJ (2015)
- Saint John Municipal Plan (2015)
- Saint John Trails and Bikeways Strategy (2010)



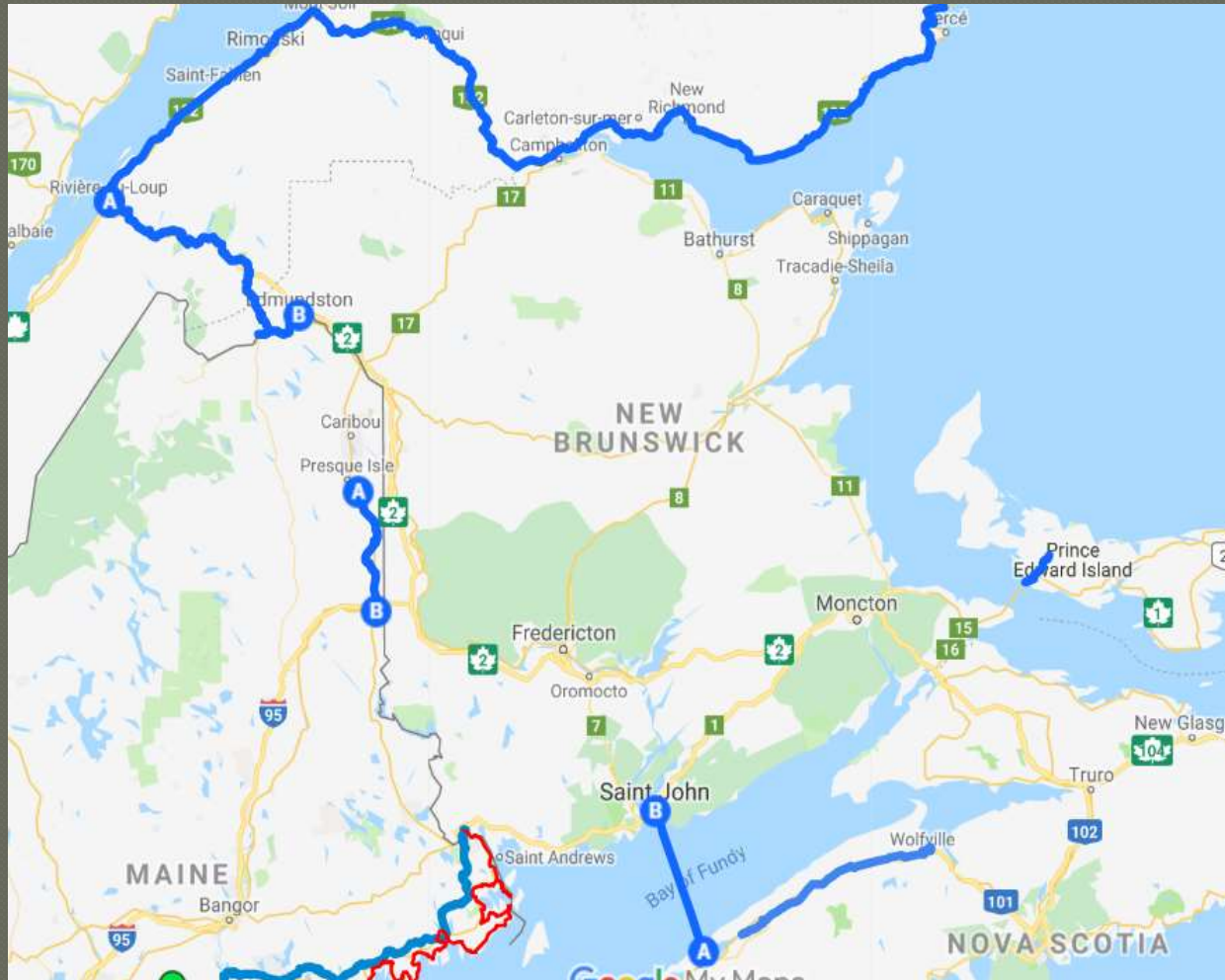
Long Term: Expansion Opportunities

- ◉ Lorneville Loop
- ◉ Little River Reservoir Park
- ◉ Trans Canada Trail Connections:
 - Grand Bay-Westfield
 - Rothesay
 - Quispamsis
 - Kingston
 - Hampton
 - St Martins
 - Fundy Trail Parkway
 - Fundy National Park



Fundy Trail Parkway

Provincial Context



8 cycling trails that can connect to NB

- La Route Verte connecting at two points
- Southern Bangor and Aroostook Trail
- Sunrise Trail
(Part of East Coast Greenway)
- Bike Bold Coast Maine
- Confederation Trail in PEI
- Harvest Moon Trailway
(Part of Blue Route)
- Saint John Valley Heritage Trail

The Cycling Market in Ontario & Quebec



In 2015
\$497 Million
was generated by
1.7 million visitors
in Ontario through cycling
tourism



In Quebec an estimated
\$134 Million
is spent by cyclists on
La Route Verte.
This spending generates
\$38 Million
in tax revenue
and supports
2861 jobs

The Cycling Market in Ontario & Quebec

A survey found
approximately
1 / 11
Ontarians
cycle while on
vacation



And for
Quebec
travelers
1 / 8 cycle
while on
vacation

The Cycling Market in Maine

70% of residents participate in outdoor recreation each year.
Bicycle Tourism generates approximately \$66 million a year in the state.



The Cycling Market in Nova Scotia

In Nova Scotia 11 Cycling tours brought in an estimated
\$1,233,000 in 2005



Income from 7 NS Companies for Guided Cycling Tours **\$980,000**



Income from 4 NS Companies for Unguided Cycling Tours **\$64,000**



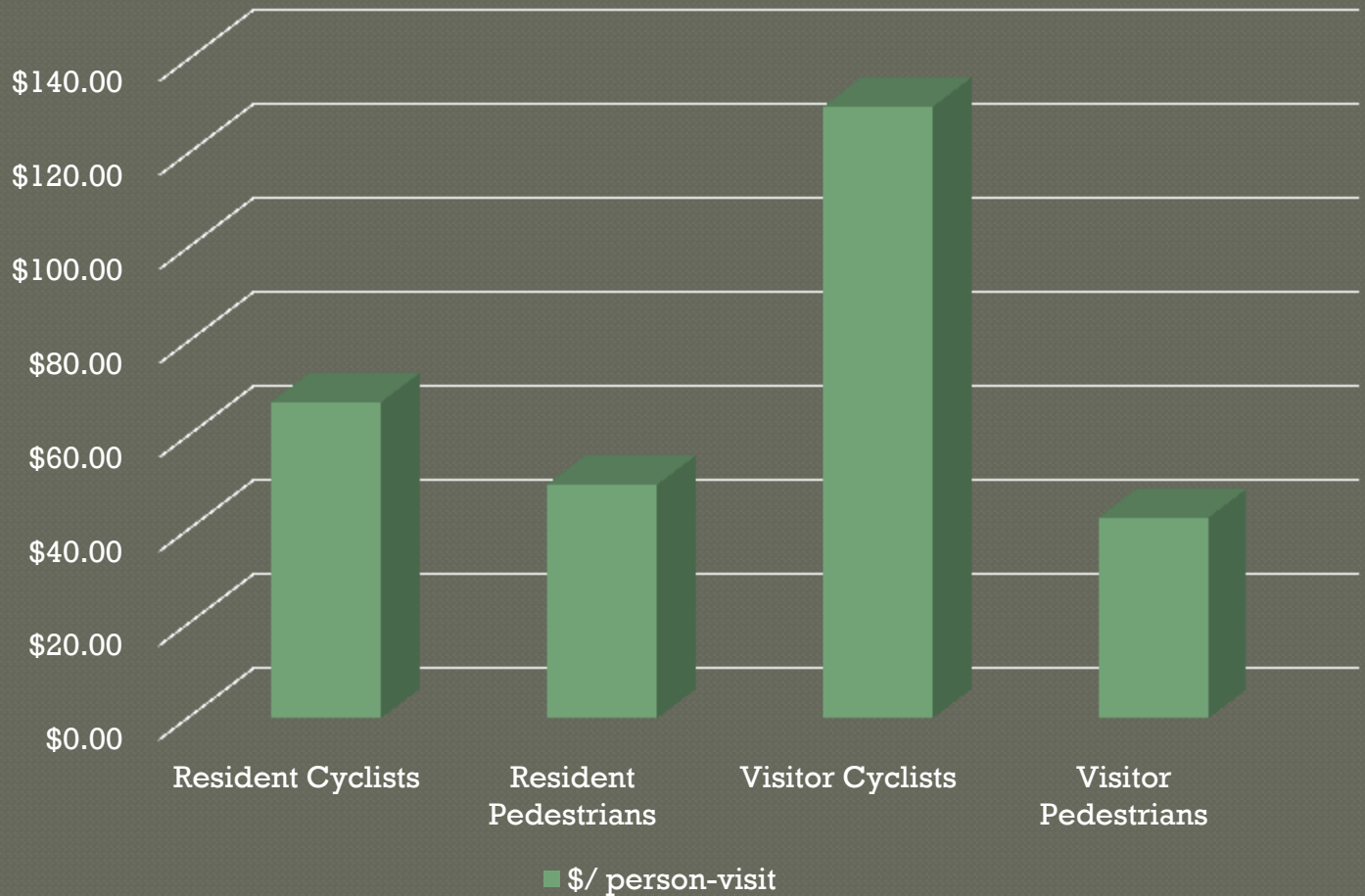
Additional Spending while in the Province on cycling tours **\$189,000**

The Cycling Market in New Brunswick

Cyclists spent
the most out of all
green-way trail users.

\$130.05
per person
per visit

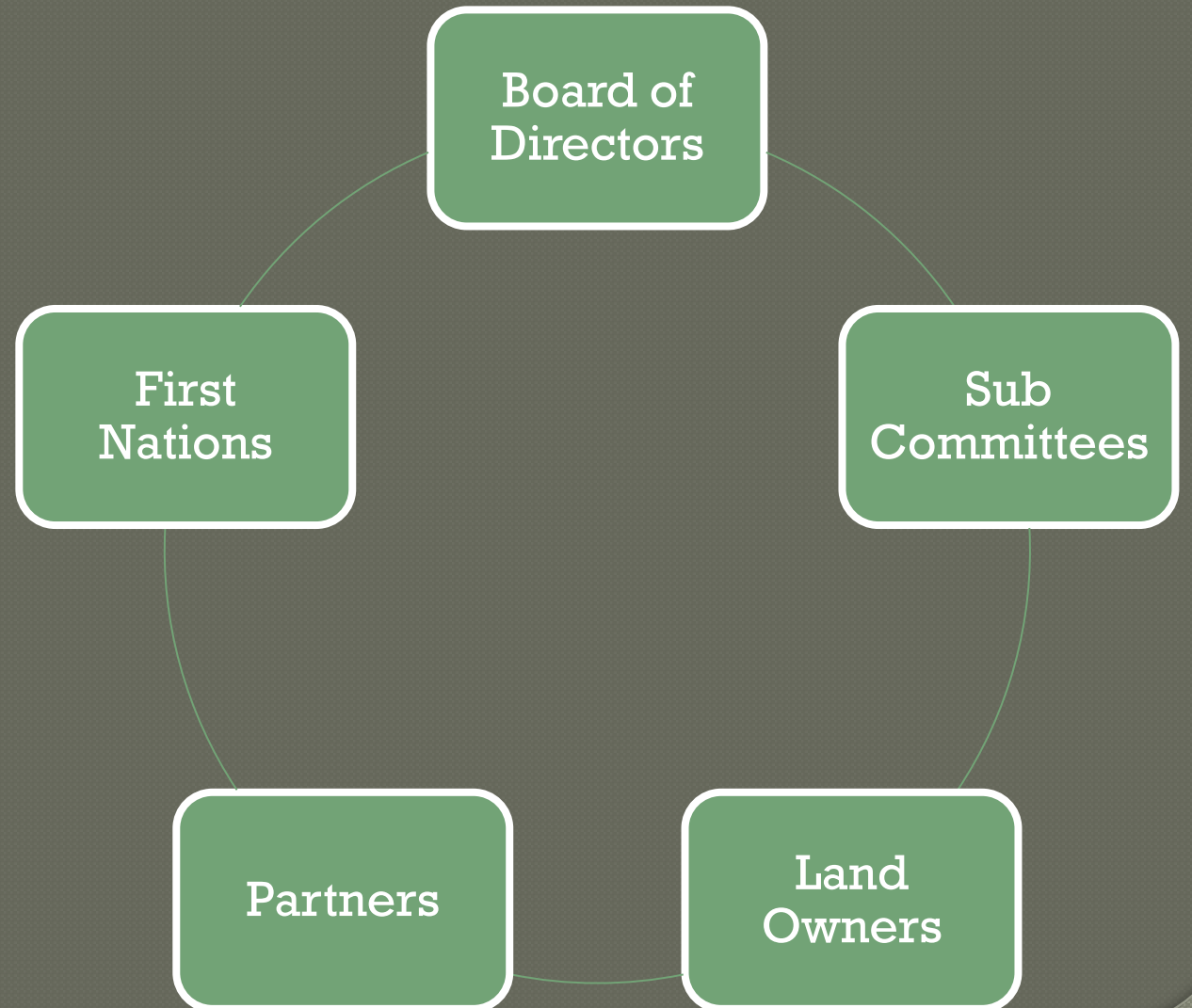
Trail-related expenditures by trail users on
12 NB Greenway Trails



Coastal Link Trail Inc

MISSION

With provincial and regional partners, the Coastal Link Trail Inc. will construct the Coastal Link Trail between Saint Stephen and Saint John in order to enhance and deliver federal and provincially led programs to the region.



Further Reading

- ◉ New Brunswick Trails Action Plan (2018)
- ◉ New Brunswick Climate Action Plan (2017)
- ◉ Taking Back New Brunswick's Health (2017)
- ◉ From Surfaces to Services: An inclusive and sustainable transportation strategy for New Brunswick (2017)
- ◉ The Framework for Recreation in Canada (2015)
- ◉ Trail Towns: A guide to make your town a healthier place for residents to live, work and play and to facilitate Trail-Based Tourism and economic development (2005)

Questions?

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