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# **Active Transportation (AT) and Transportation Demand Management (TDM) Status Report and Next Steps**

**Background Presentation to the  
Cycling Advisory Committee**

**December 17, 2014**



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# The 2013 AT/TDM Action Plan

In October 2013, 26 short-term implementation actions for 2014- 2015 were presented to CWC. These actions were identified from two perspectives:

1. **affordability** – generally pursuing no cost and low cost solutions in the short term and capitalizing on existing funds
2. **community engagement** - creating the opportunity to engage the public and business community in actions that can lead to greater understanding and input for the more significant pieces of work ahead.



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# The 2013 AT/TDM Action Plan

#	Action Areas (AA)	Cycling Specific
1	Strengthen Policy Support	2/6
2	Promote Sustainable Travel for All Time Periods	4/6
3	Target Commuter Travel	1/4
4	Target School Travel	0/1
5	Increase Investment and support for improved AT Infrastructure	3/5
6	Use parking to support transit, AT and TDM	4/4



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# 2014 Status Update

**AA 2. Promote Sustainable Travel for All Time Periods**

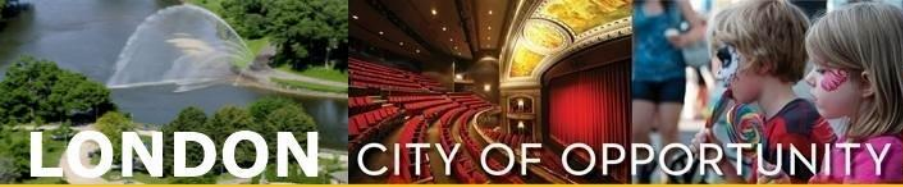
**Item 1: Improving Website and Information Resources**

**Three Projects in 2014/15:**

**GOOD**coins™

[bikelondon.ca](http://bikelondon.ca)  
[bike@london.ca](mailto:bike@london.ca)  
#bikeldnont





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**538** participating **GOOD**COINS members  
**28,139** km

# PRELIMINARY DRAFT NUMBERS FOR PILOT PROJECT

- 538 people signed up (some multiple times)
- About 150 different people
- Over 28,000 kilometres recorded



<b>700 times</b> along Thames Valley Parkway	<b>6 times</b> across Canada	<b>1 time</b> across the earth
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avoiding **6,854 kg CO<sub>2</sub>** emissions if members drove

<b>2</b> off the road for a year	<b>25</b> London, ON to Toronto, ON round-trips	<b>910,000</b> Google searches
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**759,796** calories burned

<b>5,500</b> cans of pop	<b>2,500</b> hamburgers	<b>71,000</b> minutes
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**96,653** mins



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# 2014 Status Update

Draft concept, will be launched in spring 2015

## Cruise on by...



Check out our bike site and see what we're up to!

**bikelondon.ca**  
**bike@london.ca**  
**#bikeldnont**



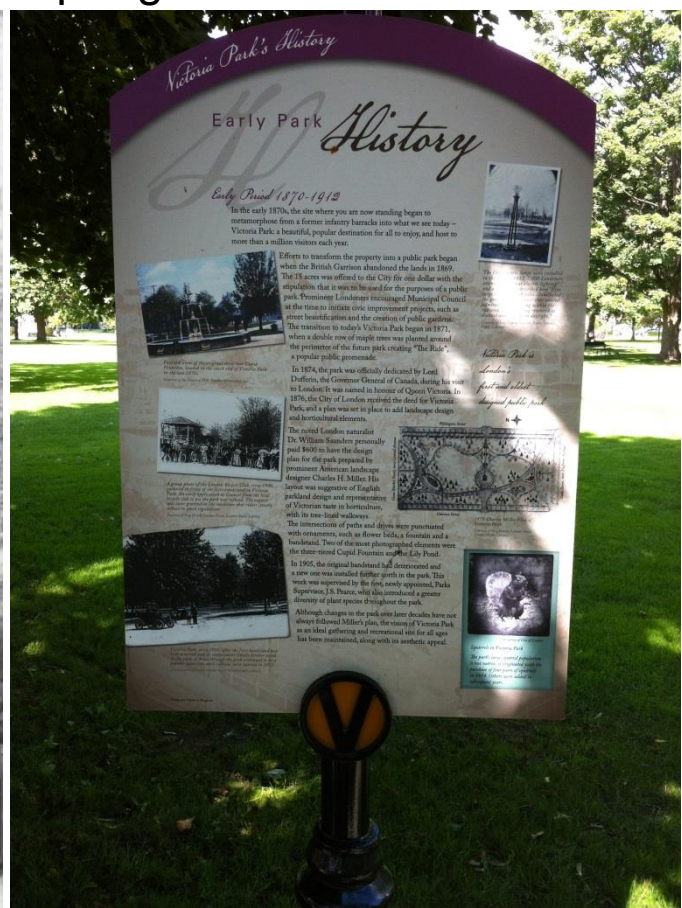


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# 2014 Status Update

## London's Bicycle History Plaques

Draft Concept been presented to LACH, will be launched spring 2015





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# 2014 Status Update

**AA 5. Increase Investment and support for improved AT Infrastructure**

**Item 2: Increasing Parking and Lockup Locations**

Work in 2014:

- 50 new Stylized Bike Posts
- 10 new 4-Ring Bike Racks
  - 6 installed and 4 used for special events

## NEW STYLIZED BIKE POSTS INSTALLED IN 3 LONDON AREAS



In response to the need for more bike parking and to promote the cycling culture in London, Ross Graham of Our Street London led this unique collaborative project to create 50 stylized bike posts. The bike posts were designed by Western University's Master of Fine Art student Tegan Moore and manufactured by the local foundry London Wrought Iron Products. Tegan's concept beautifully seams together form and function. The ingenious design mimics the frame of a standard bicycle, creating a structure that catches the eyes of passerby and, most importantly, makes it very easy to lock up your bike.

The funding for the production of these bike posts came from the Urban League of London, the Middlesex-London Health Unit and the City of London. The 50 posts (named "Temos" after their designer) are now installed on Commissioners Rd. in Byron Village, Richmond St (Richmond Row area) and Dundas Street in the Old East Village. These locations were selected based on an online survey of London cyclists ('we asked - you indicated where - and we installed').

These new stylized bike posts were officially launched in association with a series of new cigarette butt bins that were also installed along Richmond Row. The event took place on Earth Day (April 22nd, 2014) in front of Joe Koo's with a great turnout from the local business community.

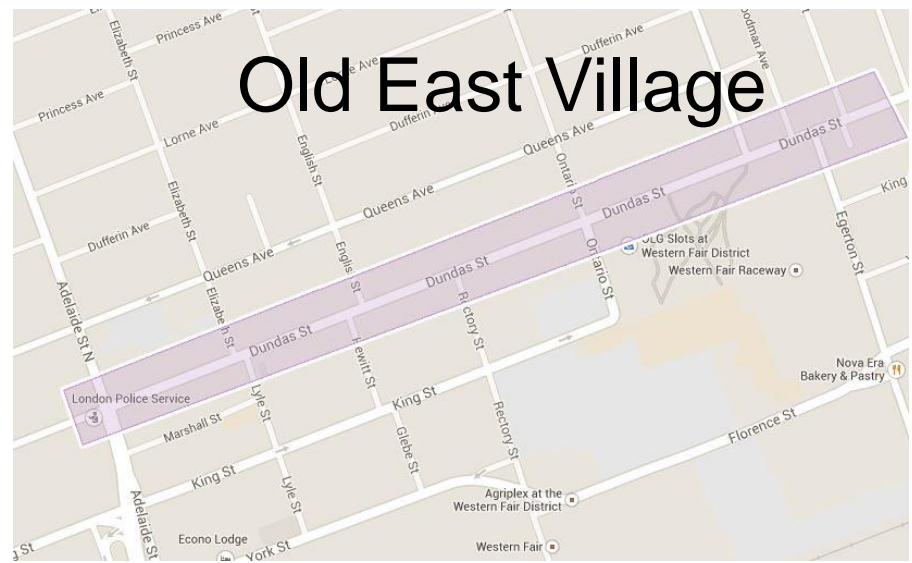
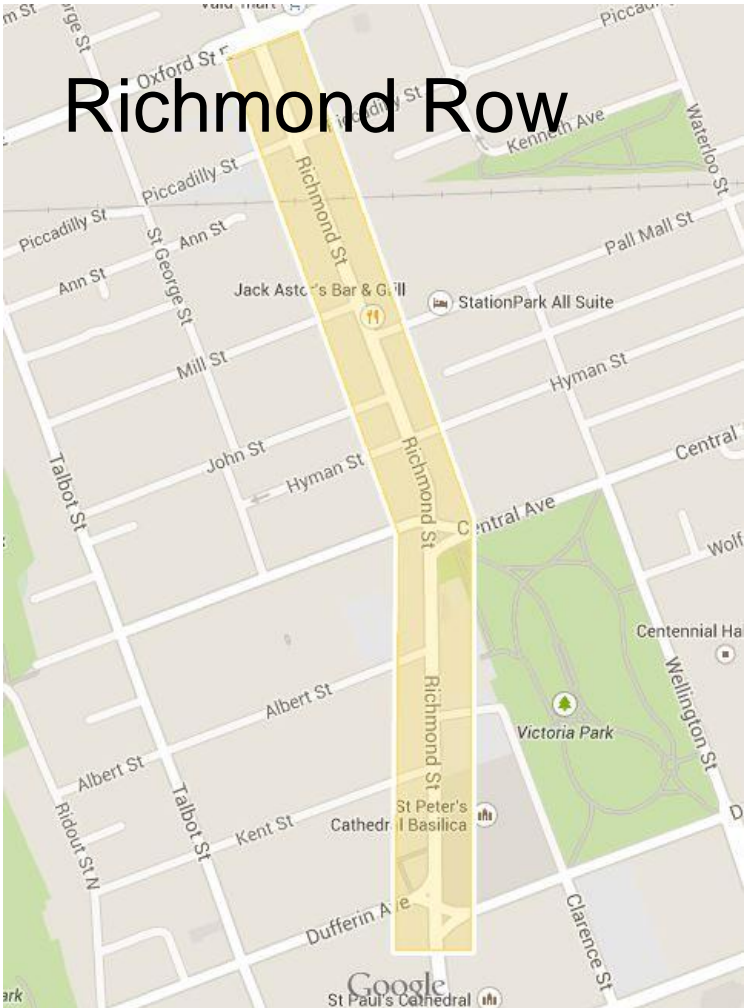
We would like to thank all the partners who made this community-led initiative a great success.





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## 3 Installation Locations -Based on Resident Survey





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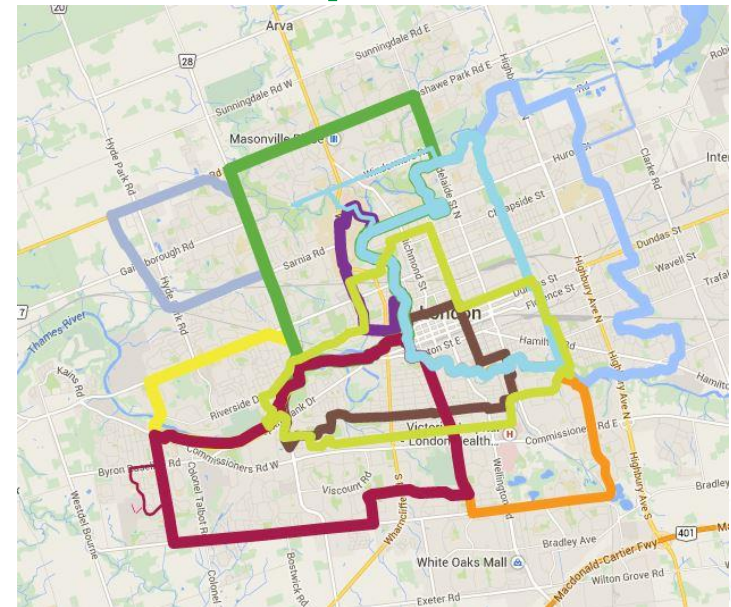
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# 2014 Status Update

**AA 5.** Increase Investment and support for improved AT Infrastructure

**Item 3:** Enhancing and Promoting Cycling Destinations & Routes

**We all have our favourite routes . . . some samples include**





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# 2014 Status Update

## Five City-owned Destinations





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# 2014 Status Update

Examples of Signage from other Cities:



Recognized by Travel Oregon



Water



Restrooms



Dining



Bike Repair

[RideOregonRide.com](http://RideOregonRide.com)





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# Next Steps for 2015

## 1. Increasing Parking and Lockup Locations

### Potential Next Steps:

- **Review next steps with CAC or WG of CAC for feedback**
- Invest in more basic bike parking
- Secure Public Bike Parking Downtown Pilot
- Install Pilot Bicycle Corrals
- Install Bicycle Repair Stands





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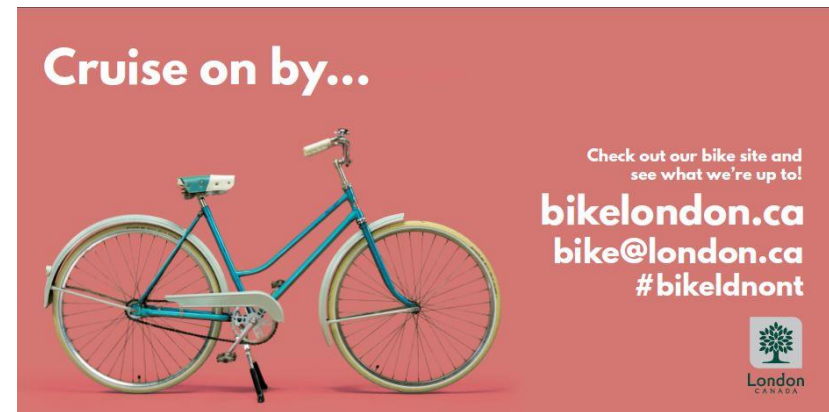
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# Next Steps for 2015

## 2. Improving Website/Information Resources

### Potential Next Steps:

- **Review campaign concepts with CAC or WG of CAC for feedback (NOTE: looking for another collaboration type campaign)**
- Launch [bikelondon.ca](http://bikelondon.ca) and promotional campaign
- Launch London's Cycling History
- Begin distribution of new communication materials





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# Next Steps for 2015

## 3. Enhancing and Promoting Cycling Destinations and Routes

### Next Steps:

- **Review concepts with CAC or WG of CAC for feedback**
- Invest in 5 bicycle destination enhancements
- Examine potential recreational cycling routes, design maps and determine fit with Cycling Master Plan
- Launch in spring 2015





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## Next Steps for 2015

**And perhaps most important . . . the  
Cycling Master Plan . . . represents  
many unique opportunities for  
outreach and engagement . . . And  
growing the cycling culture**

## Questions?