

Tools of Change

Highlights Series



Designation recognizes programs and social marketing approaches considered to be among the most successful worldwide

The Bicycle Friendly Communities Program





Hamilton



Thunder Bay



Toronto, Ottawa



Report Card



WATERLOO IS A BICYCLE FRIENDLY COMMUNITY



	Progress	Priorities for Improvement
Engineering 	<ul style="list-style-type: none"> Strong and growing network of bike infrastructure Ample bike parking – great work on parking inventory 	<ul style="list-style-type: none"> Waterloo needs to build new and innovative infrastructure such as Bike Boulevards and Protected Bike Lanes to encourage more people to ride.
Education 	<ul style="list-style-type: none"> Strong community outreach into elementary schools Great offerings of cycling educational courses 	<ul style="list-style-type: none"> Make education available to all levels of school Expand City employee education efforts – create ambassadors for safe driving and cycling
Encouragement 	<ul style="list-style-type: none"> Great attendance at Open Street events Wide variety of groups and programs available 	<ul style="list-style-type: none"> Partner with community groups to expand Bike Month commuter challenge offerings Investigate and launch a Bike Share system
Enforcement 	<ul style="list-style-type: none"> Strong partnerships with VIPs for the Thumbs Up Campaign Good local by laws protecting cyclists 	<ul style="list-style-type: none"> Expand enforcement and educational blitzes beyond bike month – keep Thumbs Up going all year round
Behavior and Planning 	<ul style="list-style-type: none"> Excellent planning and policy documents related to cycling Strong budgetary commitment to improvement Good upcoming initiatives to measure cycling 	<ul style="list-style-type: none"> Mode share from 2011 is low for a Silver BFC Tracking and measuring cycling will likely reveal stronger bicycle usage statistics

KEY STEPS TO GOLD

Approve and implement the proposed protected bike lanes along King Street – this can make that corridor an exemplary multi-modal street

Implement programs to better track the number of cyclists in Waterloo – judges felt that the mode share stated was likely much lower than actual usage

Introduce more educational programs aimed at middle and high school students

Consider launching a public bike share system.

For more information, visit www.sharetheroad.ca/bfc

Why move up?

- **MANY REASONS FOR SUCCESS**
- Positive, results-oriented
- Feeds on competitive spirit
- Actionable, expert-driven feedback
- Builds capacity