

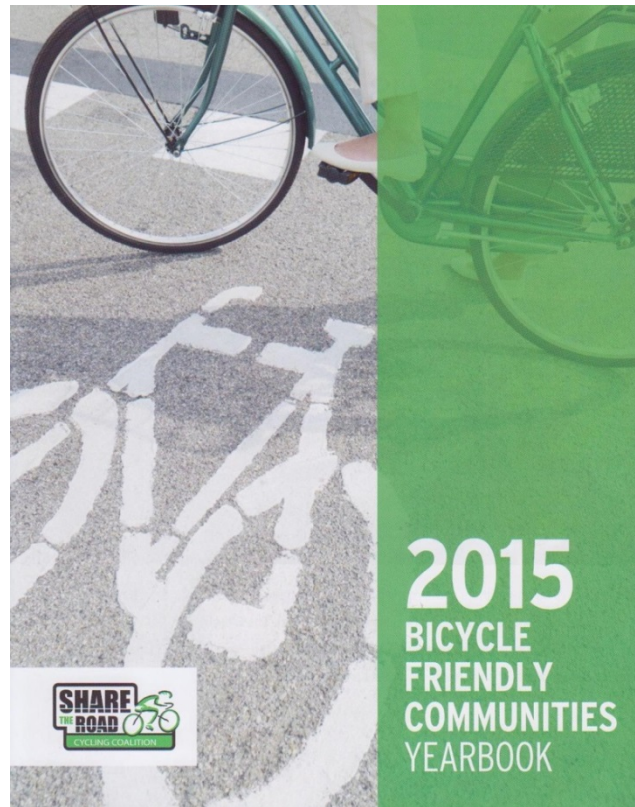


**Jamie Stuckless**  
*Executive Director*  
*Share the Road Cycling Coalition*



**Eleanor McMahon:**  
**Founder of Share The Road**

In 2006, OPP Sergeant Greg Stobbart was killed while on a training ride on Tremaine Road in Milton. After Greg's death, Greg's wife Eleanor McMahon founded the Share the Road Cycling





**ENGINEERING**  
Physical infrastructure and hardware to support cycling



**EDUCATION**  
Programs that ensure the safety, comfort and convenience of cyclists and fellow road users



**ENCOURAGEMENT**  
Incentives, promotions and opportunities that inspire and enable people to ride



**ENFORCEMENT**  
Equitable laws and programs that ensure motorists and cyclists are held accountable



**EVALUATION & PLANNING**  
Processes that demonstrate a commitment to measuring results and planning for the future



**Jamie Stuckless**  
Executive Director  
Share the Road Cycling Coalition

Dear Friends,

At Share the Road, we count ourselves lucky that our work has us riding bicycles in communities across Ontario. This year, we cycled in 18 of our 26 bicycle-friendly communities. On these bike rides, we can see the progress being made towards a safe and connected bicycle-friendly Ontario. We can also see the enthusiasm with which a growing number of stakeholders are coming to the table to build communities that are accessible by bike for all residents who wish to ride. And we know more residents want to ride.

Our 2014 poll shows that more than half of Ontarians (54%) want to cycle more. As reflected in the pages of this yearbook, this is a call to action that is being answered across the province in many ways:

- **Elected officials are coming to the table in support of cycling.** Over the course of two elections in 2014, 458 municipal and provincial candidates signed our Active Communities Pledge, declaring their commitment to building walk-able, bike-able communities. One hundred and fifty-six of these candidates were elected to office, including Share the Road's Founder Eleanor McMahon who is now the MPP for Burlington.
- **Policies are changing to make roads safer for all road users.** Bill 31: The Making Ontario's Roads Safer Act was tabled at Queen's Park in 2014 and includes a new 1m safe passing law as well as increased fines for dooring people on bikes.
- **More funding is being made available for cycling infrastructure.** At our 2014 Ontario Bike Summit, then-Minister of Transportation Glen Murray announced a new \$25 Million fund to help build provincial and municipal cycling infrastructure.
- **Ontarians recognize the benefits of cycling.** Our research shows that 66% of residents agree that getting more Ontarians on bikes benefits everyone, not just the people who ride.

Putting this yearbook together has allowed us to reflect back on a remarkable year and the great progress that has been made in support of cycling. We hope that you will be as inspired as we are by the work highlighted on these pages. But as we celebrate the innovative and effective strategies that have been applied to encourage cycling, we also look forward, because cycling is all about momentum.

In the year ahead, Share the Road is committed to maintaining the momentum that has been kick-started across the province. In addition to working with our partners to implement the new policies and funding opportunities outlined above, we will launch a new Bicycle-Friendly Business designation to recognize businesses that encourage cycling, grow our Ontario Cycling Advocacy Network (OntarioCAN) to provide more support to advocates and work to enhance cycling skills training across Ontario.

We look forward to working with you and riding our bikes in your neighbourhood soon,

Jamie Stuckless  
Executive Director  
Share the Road Cycling Coalition

- Elected officials are actively involved
- Policies are changing to make Ontario the best cycling province in Ontario **#CycleON**
- More funding, then ever before
- Recognition of commerce from cyclist
- Cities all over Ontario are involved
- Eleanor is now an elected MPP



# Projects around Ontario for CYCLING

- Winter maintenance on Beachwood Road in **Wasaga Beach**.
- And on Cannon Street in **Hamilton**.
- **Waterloo** updates Active Transportation Wayfinding Signage.
- Churchill Ave in **Ottawa's** FIRST "COMPLETE STREET".
- **Corrals** provide parking solution for large number of bikes.
- **Thunder Bay's** entertaining Cycling Education Videos
- **Waterloo Region**. A collaborative program with impressive results
- **Halton Hills** Puts the whole town on one team. Raised \$66,000
- Share The Road Education **on campuses**. More than 130 students participated.
- **Mississippi Mills** Celebrates "Everything On Two Wheels" Bike Month.
- **Toronto Police** Join advocates for Group Bike-About.
- **Waterloo.....** Riding Code Conduct education.
- Positive ticketing Campaign in **Niagara Falls Region**
- **Waterloo.....** Bike Parking.
- **Kitchener**, Comprehensive Cycling Survey.
- **Guelph** takes bicycle friendly message into the community.



# London received the Bronze Recognition on August 23, 2011

London needs to re-apply in 2015 if we want to maintain our Bronze standing.

The process is regulated and requires a team of City Staff to fill out an application.

Selection is based on many different criteria



## **SILVER**

- Engineering: Community has made a significant investment and is on its way to an integrated network. Facilities conform to the currently recognized safety standards.
- Education: Educational materials are published and distributed, children receive in-class instruction on bike safety, classes are available for adults.
- Encouragement: Community celebrates cycling through a number of events. There is significant involvement in other encouragement efforts as well such as publishing a map, working on Safe Routes to School, etc.
- Enforcement: Officers are knowledgeable concerning laws relating to bicyclists.
- Evaluation & Planning: Community has a bicycle master plan. Bicycle mode share is well above average for Canadian cities.

## Below are the general criteria for all Bicycle Friendly City award levels.

### No Award

The community does not yet exhibit the characteristics of a bicycle friendly community described in the award levels outlined below. A community must demonstrate significant achievements in each of the five categories in order to be considered for an award.

### Honorable Mention

Communities that do not yet exhibit the characteristics of a BFC may be recognized with an honorable mention designation because:

- a) The community recently implemented significant improvements for bicycling but sufficient time has not yet passed for this to develop characteristics of a BFC.
- b) The community has a remarkable project or program, but the impact or influence of this has yet to extend throughout the community.

Examples of honorable mention characteristics for the various categories include:

Engineering Community recently instituted a policy to engineer streets with the consideration of bicyclists and/or is beginning to develop a trail network. Facilities conform to the currently recognized safety standards.

Education Community holds some type of bicycle safety event.

Encouragement Mayor proclaims Bike Month or local club opens events to the public

Enforcement Officers are familiar with laws relating to bicyclists.

Evaluation & Planning The community is familiar with and responsive to the needs of cyclists. Bicycle mode share is at least an average level for Canadian communities.

### Bronze

Communities exhibit a strong commitment to cycling that is still in its beginning stages. There is certainly “room to grow” but notable steps are being made in the right direction.

Engineering: Community recently implemented a policy to engineer streets with the consideration of bicyclists and/or is beginning to develop a trail network. Facilities conform to the currently recognized safety standards.

Education: Community holds bicycle safety events, provides opportunities for bicycle education.

Encouragement: Community hosts a Bike to Work Day or community ride.

Enforcement: Officers are familiar with laws relating to bicyclists.

Evaluation & Planning: The community is familiar with and responsive to the needs of cyclists. A bicycle master plan or chapter in another document has been developed and approved. Bicycle mode share is above average for Canadian communities.

### Silver

Silver level communities are particularly strong in 2 or 3 of the 5 parts of the application.

Engineering: Community has made a significant investment and is on its way to an integrated network. Facilities conform to the currently recognized safety standards.

Education: Educational materials are published and distributed, children receive in-class instruction on bike safety, classes are available for adults.

Encouragement: Community celebrates cycling through a number of events. There is significant involvement in other encouragement

### Share The Road

efforts as well such as publishing a map, working on Safe Routes to School, etc.

Enforcement: Officers are knowledgeable concerning laws relating to bicyclists.

Evaluation & Planning: Community has a bicycle master plan. Bicycle mode share is well above average for Canadian cities.

### Gold

Gold level communities are impressive in virtually all aspects of their application.

Engineering: Community has an integrated network for bicycling. There is ample bike parking. The community has well-designed streets and off-street facilities. Engineering standards exceed the currently recognized safety standards.

Education: Children receive on-bike training. Classes are available for adults and there is a Safe Routes to School program in place.

Encouragement: There are a variety of community events and incentive programs.

Enforcement: Officers have received specific training on the relationship between bicycling and law enforcement.

Evaluation & Planning: Community has a well-developed and mostly implemented bicycle master plan. Percentage of bike trips significantly exceeds the Canadian average and specific targets are set to increase that percentage.

### Platinum

A truly exemplar community for bicyclists. This community is consistently referred to as an example of how to “do it right” in virtually all aspects of cycling. There is a strong community program as well as local advocacy groups and clubs supporting cycling. Impressive bicycle mode share.

Engineering: The community’s master plan is referred to by others across the country. Community maintains its own design standards that reflect the state of the practice.

Education: Safe Routes to School and Bike Ed programs reaching significant numbers of people.

Encouragement: A variety of community events, commuter programs and incentive programs.

Enforcement: Officers are well versed in laws pertaining to bicyclists, and use targeted enforcement relating to motorists and cyclists.

Evaluation & Planning: Community uses Multi-Modal LOS to plan transportation improvements or similar level of sophistication and integration of bicycling.

**Gold**

Ottawa  
Toronto

**Silver**

Town of Blue Mountains  
Guelph  
Hamilton  
Kitchener  
Pelham  
Peterborough  
Waterloo

**Bronze**

Ajax  
Burlington  
Grimsby  
Halton Hills  
London  
Kingston  
Markham  
Milton  
Mississauga  
New Market  
Oakville  
Oshawa  
Richmond Hill  
St. Catherines  
Thorold  
Thunder Bay  
Welland  
Windsor





## What was happening for me as I left the house to go to this conference?

To get to Toronto, I travelled by Via Rail.

To my surprise, All I saw was empty seats.

And that parking lots were full, near all the train stations.



Via Train almost empty



TTC subway empty at 10 am

What I look forward to is;  
A place for **people**, like I experienced  
in Germany



New train  
construction  
everywhere



Walkable  
at 30km



**New condos 3 min walk from train**

**priora** Bahnhofpark Areal West

Projektleitung: Sigrid Perle  
Bauleitung: Patrick Neger  
Projekt-Gesamtkoordinatorin AG  
Ingenieur AG  
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Mobil: 042 81 238 23 80  
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2 1/2 Zimmer-Wohnung	ab Fr. 280 000.-
3 1/2 Zimmer-Wohnung	ab Fr. 425 000.-
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4 1/2 Zimmer-Antika	ab Fr. 655 000.-



Central train  
station with mall  
under it  
All day travel pass



Clean, well maintained and natural

**Niagara is made up of 12 municipalities.  
Talk about coordinating a plan.  
Motivated by: “To get **people** physically active.”**

- Complete street policy for all 12 municipalities
- Bicycle **friendly Business Plan**.
- Create **MORE** partnerships
- Create more **signs** to indicate trails and **business**.
- What can we do to **create association with pedestrians**
- **Get schools boards involved**





# Niagara **Cycling** Tourism Project Survey

## LENGTH OF STAY

- ▲ Average length of stay of 3.11 nights at a destination

## SPENDING

- ▲ Average spending on a 3 day cycling holiday was \$1,060

## EXPENSE BY CATEGORY

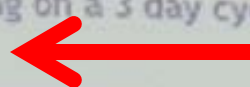
- ▲ Accommodations at 37%
- ▲ Food and Beverage 29%
- ▲ Tourist attractions at 11%
- ▲ Retail 10% (Souvenirs, wine, shoes, etc.)
- ▲ Other 13% (Repairs, equipment, etc.)

## TRAVELLING WITH ORGANIZED GROUPS

- ▲ Organized groups are popular at 46%
- ▲ 37% have not traveled with an organized group
- ▲ Some participants travelled with outdoor groups: Probus, Adventure Cycling, Vélo Québec and "Meetup" groups

## PREFERRED COMMUNICATION SOURCES

- ▲ Website 22%
- ▲ Email 20%
- ▲ Friends and Family 17%
- ▲ Tourist Information Centers 12%
- ▲ Pamphlets and Cycling Magazines 8%
- ▲ Social Media 7%
- ▲ Newspaper and Direct Mail 3%



# Thunder Bay

Lessons:

1. Facts and figures are important, but don't necessarily sway public opinion
2. Humanizing cyclists and pedestrians had a huge impact on public opinion
3. Anticipate backlash and undertake preemptive education

**CITY OF Thunder Bay**  
Superior by Nature

The New Approach:

**BIKE LANES OPEN MAY 1ST**  
It's been a rough winter, fresh markings are on the way.

**Remember:**  
Don't drive in bike lanes  
From May 1 to November 15, don't stop, idle, or park in bike lanes  
When making right turns from the driving lane, don't drive into bike lanes  
Check over your right shoulder before making right turns  
Give right-of-way to cyclists, when cyclists present

**Bike lanes are on:**

Adelaide St.	Huron Ave.
Arundel Ave.	John St.
Balsam St.	Leslie St.
Beverly Ave.	Shuniah/McIntyre St.
Court St.	Syndicate Ave.
Passina St.	Vickers St.
High/Kelth/Theresa St.	Victoria Ave.
Hudson Ave.	Walsh St.

Photos by Lucas Johnson

For more information visit [cycletbay.ca](http://cycletbay.ca)

**CITY OF Thunder Bay** **ecosuperior** **ACTIVE TRANSPORTATION**

Their first attempt at putting roads on a diet, and paint bicycle paths on that road, was a disaster. So, after many trials and errors, they found that putting famous people on bike adds brought the message home. "Cyclist are people that we know and like".

You know me, I ride a bike.  
Share the Road Safely

Ron Desmoulin  
husband, father & commuter

You know me, I ride a bike.  
Share the Road Safely

Ron Kresak  
husband, grandfather, hockey volunteer

**ACTIVE TRANSPORTATION** **ecosuperior** **Thunder Bay** **Health Unit**

The New Approach:

Get your **HINEon!** photo contest

**CITY OF Thunder Bay** **ecosuperior** **ACTIVE TRANSPORTATION**

# Other programs that Thunder Bay did was:

- Evolving partnerships with many sponsors
- Create and educational program for cyclists
- Offer bike rides and tours to many places such as Bike Stores, historic sites, landmarks.
- Bike stores offered bike repair classes and safe riding classes.
- Launched an environmental organization
- Promote, promote, and promote.



## Partners:

- Thunder Bay Police
- Thunder Bay Historical Society
- Local Bike Shops
- Tree Stewardship Thunder Bay
- Waterfront BIA
- DieActive Art Collective
- 55-Plus Centres
- Employers (MNR and Provincial Parks)
- Student Unions
- Day Camps



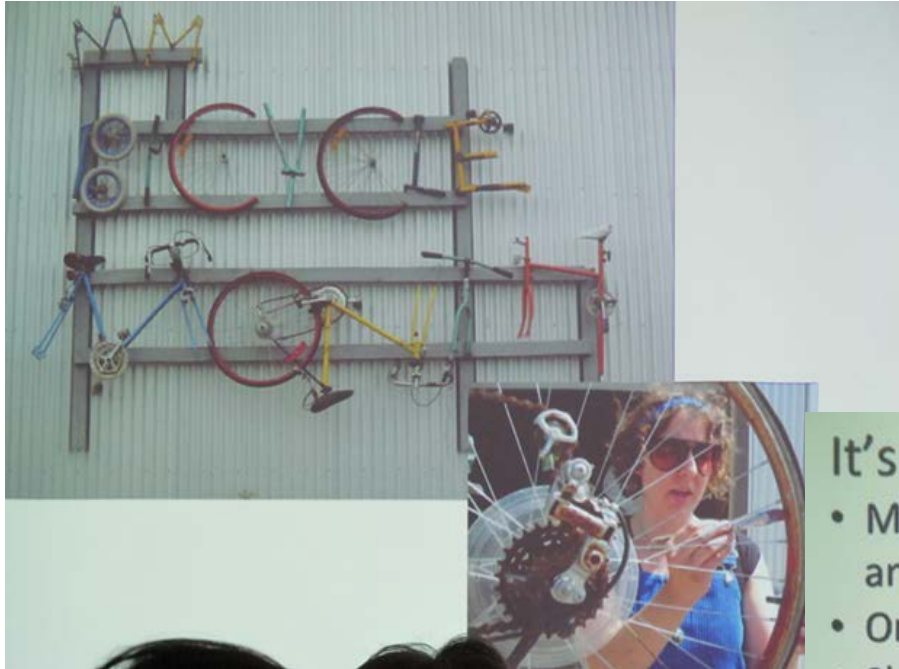
## Many Partners and Types of Support

### Promoters:

- Thunder Bay District Health Unit
- Thunder Bay Police
- CTB Corporate Communications
- EcoSuperior Environmental Programs
- EarthCare Thunder Bay
- Thunder Bay Regional Health Sciences Centre
- CBC Radio
- Thunder Bay Public Library
- Lakehead University Student Union



# Mississippi Mills. Celebrates a Month



Slow bike race. Who can ride the slowest

And....

Children race, pushing bikes backwards

Lots of fun

## It's also about advocacy

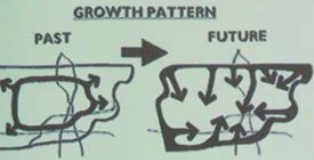
- Mississippi Mills Bicycle Month adopts a road and hosts citizen clean ups twice a year
- Ontario by Bike bicycle tourism training events
- Share the Road advocacy presentation at municipal and county councils
- Bicycle Month presents at county council every year
- Beyond June and Bicycle Month...



# Waterloo Way-Finding

## Overall Principles

(Created as part of the Transportation Master Plan and the 2012-2014 Active Transportation Program)

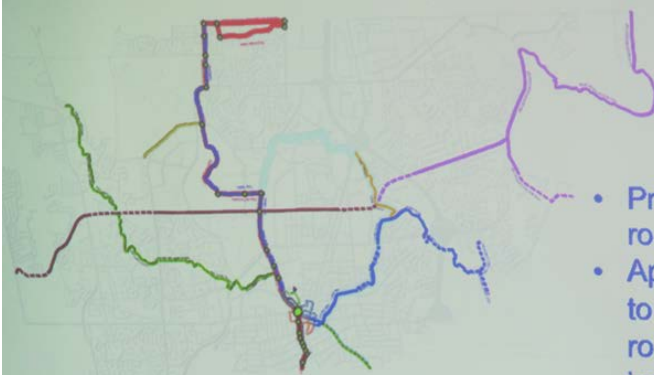


**GROWTH PATTERN**  
PAST → FUTURE

New Growth Pattern for City of Waterloo – Source: 2012 Official Plan

- Evolve the focus of trail building to an inward looking networked facility approach;
- Coordinate with municipal partners
- 50/50 New Construction Rehabilitation;
- Cherish, care for and connect our highest priority routes;
- Set Priorities ;

## Overall Principle



City of Waterloo High Priority Active Transportation Network (Minimum Grid)

- Prioritized our routes first
- Apply signage to high-priority routes as we improve them overtime

## The Program

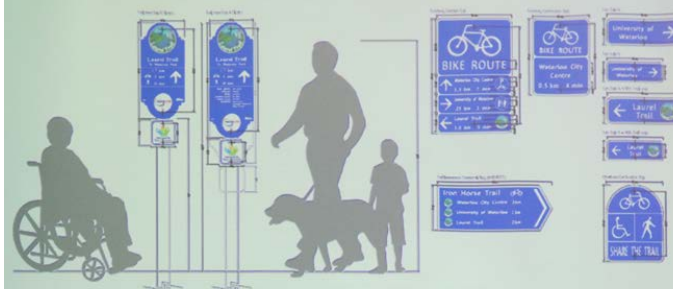
- On-road routes and off-road routes get weaved together as part of the Transportation Master Plan
- Off-road routes will get a trail head sign and directional arrows
- On-road routes will get confirmation, decision, and turn signs (NACTO Guidelines)

- Create a Way-finding Signage Methodology
- Create Signage Inventory that can be used in specific situations
- Coordinate with Municipal Partners



## The Program

- Consistent, accessible blue and white signage with Trail logos, times, distances, destinations for pedestrians, peoples with disabilities, and cyclists

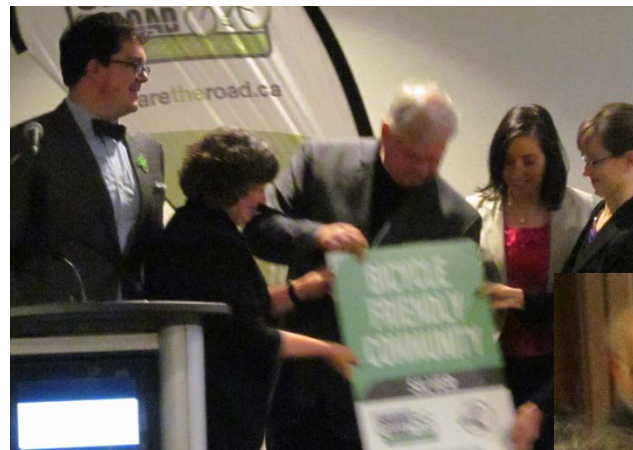


## 2014 Way-finding Signage Projects

- Entire 7.5km Trans Canada Trail
- Cost for signage \$20,000 (supply & installation)
  - \$2,600 per km



# Awards



## NETWORKING



You'd never know these people are cyclist



A real conference



# Representation From London And Ontario Gov.



**Bernie McCall**

RN, BScN, MA  
Middlesex Health Unit

**Henk Ketelaars**

Cycling Advisory Committee

**Maged, Elmadhoon**

M.Eng., P.Eng.  
Manager, Transportation Planning



Norm Miller, MPP for Parry Sound-Muskoka, Sophie Kiwala, MPP for Kingston and the Islands, Kathryn McGarry, MPP for Cambridge and Parliamentary Assistant to the Minister of Transportation, Eleanor McMahon, MPP for Burlington, Sylvia Jones, MPP for Dufferin-Caledon, **Jeff Yurek, MPP for Elgin-Middlesex-London**, Jamie Stuckless, Executive Director, Share the Road Cycling Coalition.



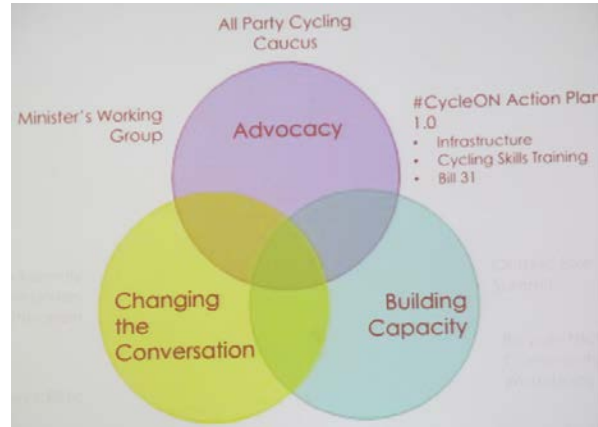
Kelly Brown, Manager, Provincial Planning Office (MTO)

**Such caring people.**

These cyclists are mothers, daughters,  
fathers, uncles, and sons.



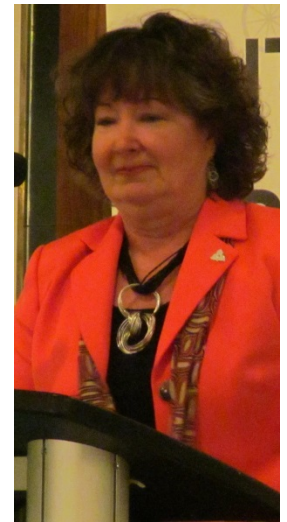
# What is the Province doing?



## Bill 31

\$25 million infrastructure fund  
1 meter passing rule  
Dooring fine \$1000  
Approval of red flashing lights  
Promote Cycling Tourism  
Education

600,000 daily cyclists on the road in Ontario  
3,800,000 weekly and monthly cyclists.  
54% of Ontario residents want to cycle more than they currently are  
67% would cycle more if they had better infrastructure.  
68% of Ontario residence support investment in new cycling infrastructure  
60% of Ontario residence support greater investment into cycling education  
53% of residence would cycle more if we had a 1 meter passing law  
66% of Ont. Residence agree that getting more people on bikes benefits everyone



Katherine McGarry.

Parliamentary Assistant of the Ministry of Transportation

# Share the Road 2015 Milestones

- Spoke in support of Bill 31 to Standing Committee on General Government
- 7<sup>th</sup> Annual Ontario Bike Summit largest to date (215 guests)
- Hosting 10<sup>th</sup> Annual Greg's Ride (Milton, September 2015)
- First Bicycle Friendly Community in Northern Ontario (Thunder Bay)
- 2<sup>nd</sup> Gold Bicycle Friendly Community (Toronto)



# More bike lanes and trails (68%) and better infrastructure (67%) are key measures to encourage more frequent cycling

The following are examples of some recent infrastructure projects and trail work that positively impacts cyclists and cycling in Ontario:

<b>1000 Islands Parkway Recreational Trail:</b>	<i>\$2M budget</i>
<b>Haldimand County:</b>	\$350,000
<b>Peterborough County and City:</b>	\$619,000
<b>Lynde Shores, Whitby:</b>	\$600,000
<b>Province of Ontario:</b>	\$25m (yet to be allocated)
<b>Major urban centres (e.g. Toronto, Ottawa, and Hamilton):</b>	Over \$10m in 2014
<b>Milton Velodrome - Mattamy National Cycling Centre:</b>	<i>\$56M budget</i>
<b>Also: Great Lakes Waterfront Trail, Lake Huron North Channel, Greenbelt Route</b>	



# Barrie, Ontario

  
Grassroots Development & Implementation of a  
Cycling Strategy in Simcoe County



  
We Got Organized

- The Barrie/Simcoe Cycling Club partnered with:
  - Health Unit
  - OPP
  - Ontario by Bike
  - Tourism / Planning / Roads
  - Township of Oro-Medonte
  - Local Stakeholders
  - Tourism Barrie / GoTransit



  
Safety

- Direct a message towards both cyclists and motorists, alike.



  
Other Wins

- Signage to be placed County wide in 2015/2016.
- Clubs recommendations included in new Transportation Master Plan.
- County on the “map” for cycling tourism.
- Local businesses have worked together to develop tourism packages.



## Ottawa's Bike to Work Month in May

Bike to Work Month is an annual campaign put on by the **City of Ottawa** and coordinated by **EnviroCentre** that increases cycling through **promotion, education and incentivization.**

[Biketoworkottawa.ca](http://Biketoworkottawa.ca)



**Cycling champions are not just serious bike racers!**

Cycling is glorious when you know:

- How to ride
- Where to go
- How to carry stuff
- What to do if it rains
- What to do if your bike needs to be fixed
- How to lock your bike



## Bike to Work Month 2014 Results



- 1568 participants (11% increase from 2013)
- **81 workplace teams (51% increase from 2013)**
- 157,331km cycled
- **342 new cycle commuters**
- **23 Lunch and Learns delivered**
- 18 BikeMobile pop-up booths
- 2 Bike to School and Work pilots (24% mode)
- \$6000 in sponsored prizes
- 3 new partners

## Cycling Champion support in 2015:

- **Surveyed** 2014 cycling champions
- 31% response rate
- 60% said they would attend a cycling champion team captain boot camp
- 70% said 5:00-7:00pm was the best time for this training session
- 80% requested simple solutions to make their workplace more bike-friendly in the redesigned workplace toolkit



## Gearing the toolkit for cycling champions:

- **Cut & paste intro to Bike to Work Month email**
- Pre-written email messages during the campaign
- Ottawa-specific social media messages
- Promotions (customizable poster + fold over business cards)
- Way finding + Cycling resources
- **Simple ways to make your workplace more bike friendly**
- **Ideas for cycling events during Bike to Work Month:** a directors' small bike race; a team breakfast during the campaign; bike with a colleague day; bike to a meeting; bike to the movies

### For more ideas:

League of American Bicyclists: [bikeleague.org/bikemonth](http://bikeleague.org/bikemonth)  
 Bike Month (GTHA): [bikemonth.ca/about](http://bikemonth.ca/about)





Minneapolis: Users report -  
 10% increase in rapid transit use  
 50% decrease in auto use  
 10% increase in walking  
 50,000 VKT reduction

## 2015 Pan Am & Parapan Am Games Quick Facts

- Pan Am Games: July 10-26 (6000 athletes)
- Parapan Am Games: August 7-15 (1600 athletes)
- Athletes competing in both Olympic and Paralympic qualifiers from Latin America, South America, the Caribbean and North America
- The single-largest multi-sport event ever held in Canada. All in Ontario
- 41 PASO member nations taking part
- 36 Pan Am sports
- 15 Parapan Am sports
- 30 sport venues in 16 municipalities
- 22,000 volunteers
- Pan Am Torch Relay: May 30- July 10, 41 days in 130 communities, 3000 torchbearers, 5000 kilometres on road and 15,000 kilometres by air
- Parapan Am Torch Relay: August 3-7 - 150 torchbearers, 700+ kilometres



## RETURN ON INVESTMENT FOR CYCLING INFRASTRUCTURE IS HIGH

- Return on Investment in Cycling Infrastructure is estimated to be as High as 24:1
- Economic Benefits of Bicycling in Michigan: \$668/Year\*
- La Route Verte—Quebec\*\*
  - Generated \$134 M in revenue in 2006
  - Supported 2861 jobs
  - Generated \$38 M in government revenue



# 43 workshop presentations by dedicated people over 2 days

2015 Ontario Bike Summit Agenda (updated: March 16, 2015) Tuesday, March 31, 2015 Bicycle Friendly Communities Seminar (optional)

o An in-depth session for municipal staff looking to submit their first application to the Bicycle-Friendly Communities Program, or to move up the ranks.

o Address from Members of the Provincial All Party Cycling Caucus

o Keynote Address from Barb Chamberlain, Executive Director of Washington Bikes

o Welcome to Toronto from Councillor Jaye Robinson, Chair of Toronto's Public Works and Infrastructure Committee

o State of Cycling in Ontario 2015 – Jamie Stuckless, Executive Director of Share the Road Cycling Coalition

o Keynote Address from Kathryn McGarry, Parliamentary Assistant to the Minister of Transportation

o Healthy, Active and Prosperous Communities

o "Better Living Through Trails: The Power of Mountain Biking to Improve Your Community" by Lora Woolner, International Mountain Biking Association

o "Active Neighbourhoods Canada: How Participatory Planning Empowers Healthy Communities" by Mikey Bennington, Toronto Centre for Active Transportation

o "Putting the Beach on the Map" by Aaron Roininen, Town of Wasaga Beach

o Cycling Infrastructure

o "Implementing the Cross-Town Bikeway Concept in the City of Ottawa" by Zlatko Krstulic, City of Ottawa

o "Cannon Street Cycle Track" by Daryl Bender, City of Hamilton

o "Bikeway Developments in Peterborough" by Sue Sauve, City of Peterborough

o Cycling Tourism

o "Niagara Cycling Tourism Centre" by Susan Morin, Venture Niagara

o "Ontario Cycling Tourism Growth Indicators" by Michael McCreesh & Louisa Mursell, Ontario By Bike

o "Grassroots Development and Implementation of Cycling Strategy in (Barrie) Simcoe County" by Brendan Matheson, Cycle simcoe

o Knowledge Cafe

o This session, hosted by the newly launched Ontario Chapter of the Association of Pedestrian and Bicycle Professionals (APBP), provides a forum for open and creative conversation on "hot" topics related to cycling

o Risk Mitigation for Non-Profits

o Each year in Canada, 19 million volunteers generously donate enough time and labour to equal one million full-time jobs. Your non-profit organization makes a difference and The Co-operators can help you protect it. Let our trained professionals help you navigate the dizzying world of liability and risk. The old adage "you don't know what you don't know" can mean costly mistakes. The Co-operators understands the unique needs of the non-profit sector.

o Cycling Advocacy

o Effective advocacy has changed the cycling conversation in Ontario. Advocates at the municipal and provincial level have worked to become partners to government while making the case for increased investments in bicycling. Join the Canadian Automobile Association (CAA), Waterloo Councillor Diane Freeman, Darren Winger from Bike-Friendly Windsor-Essex and workshop moderator Yvonne Bambrick for a discussion focused on how bike clubs, cycling advisory committees and advocates can leverage partnerships and proven strategies to enhance their advocacy work.

o Video Presentation: The Pan Am Path

o Discussion about Ontario's Speed Limit with the Honourable Yasir Naqvi, MPP

o Panel Including: Mayor Bonnie Crombie (invited), Mayor Dave Augustyn of Pelham (invited) and Emily Munroe of 8-80 Cities

o Safer highways and streets

o "Great Lakes Waterfront Trail: Expansion to Northern Ontario" by Marlaine Koehler, Waterfront Regeneration Trust

o "What the Toronto Complete Streets Initiative Will Mean for Cycling Infrastructure" by Adam Popper, City of Toronto

o "Cycling 2.0 in TO: Toronto Cycling App and a 10 Year Network Plan" by Jacquelyn Hayward Gulati, City of Toronto

o Awareness and behavioral shifts

o "Cycling Champion Training 101: Test Ride Ottawa's Bike to Work Team Captain Boot Camp" by Kathleen Wilker, EnviroCentre

**o "Share the Road Project" by Bernadette McCall, Middlesex-London Health Unit**

o "Public Bikeshare: The Importance of Shared Mobility in Improving Modal Split" by Peter Topalovic, City of Hamilton

o Innovation in Cycling (20 slides in 20 seconds)

o "Cochrane's Bike Share" by JP Ouellette, Town of Cochrane

o "Brampton Gears Up" by David Laing, Brampton Bicycle Advisory Committee

o "Better Highway Crossings for Cyclists in York Region" by Shawn Smith, York Region

o "Spin Offs: Cycling Events and Tourism Impacts" by Robert Wong, Resource Management Consulting Group

o "Share the Bridge: An Opportunity to Build Modern Multi-Modal International Infrastructure" by MP Brian Masse

o "The Impact of Weather on Cycling Volumes" by Neal Poku, Eco-Counter

o Next Steps for #CycleON with the Ministry of Transportation. Hosted by the Ministry of Transportation, this session will help to inform future research and next steps on the cycling file in Ontario. Participants will be encouraged to provide their feedback on the top challenges and opportunities for implementing cycling facilities across the province and will identify priorities for the province that will help municipalities successfully implement cycling initiatives.



THERE IS TOO MUCH TRAFFIC  
FOR BILLY TO WALK TO SCHOOL ;  
SO WE DRIVE HIM.



Lockwood

Traffic Inducing Traffic

## How to reduce traffic in school areas

Rob Myers represented a Simcoe county non-for-profit cycling project.

The goal is to reduce traffic in school areas and **exhaust fumes from busses** entering the schools.

Sent surveys home to kids about school travel.

Encouraged all modes of active transportation: Walk, bike, roller, public transit, etc

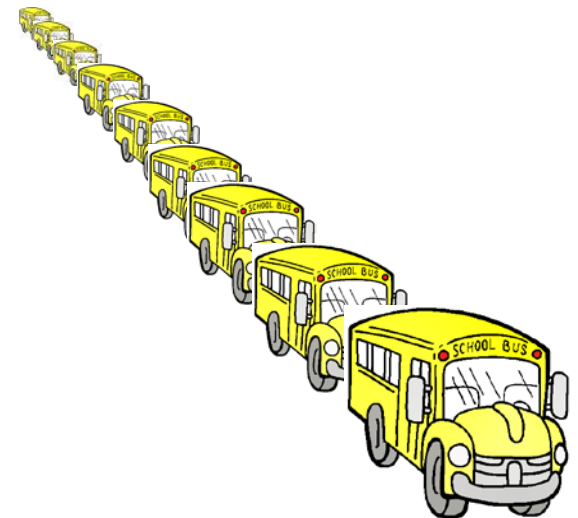
Main problem is that parents see danger around schools with so much traffic that they have Fears that their child will get hurt.

So... they drive their children to school causing the congestion in the first place.

Rob used a drone and filmed the traffic in front of schools, to show parents.



We condition our children to be car dependent.



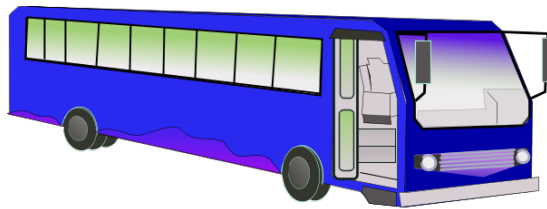
Rob's vision 5 years from now?  
75% of kids walk to school.  
Age 9 is the ideal time to start.

## How?

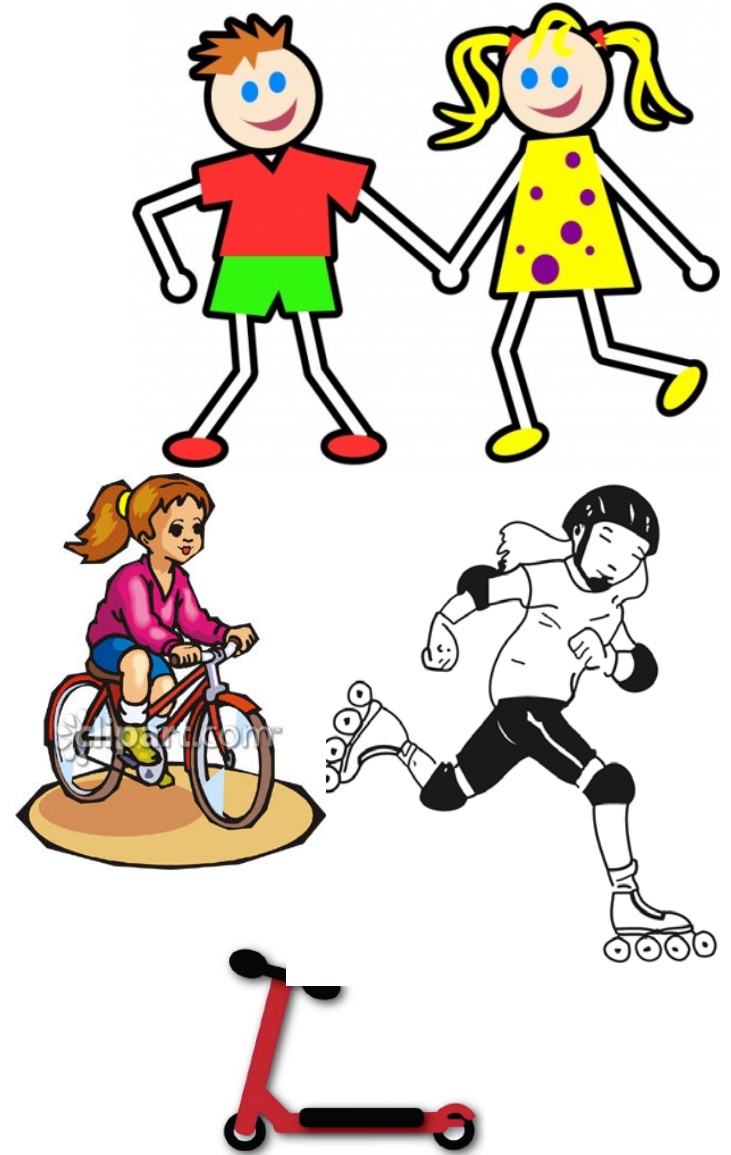
Encourage all modes of non-car.

Have kids make their own video.  
Statistics do not change attitudes

**... STORIES DO!**



A child is 7 X more likely to get injured in a car accident, traveling to/from school, than to get hurt by walking, or abduction.





<https://www.youtube.com/watch?v=XuBdf9jYj7o>



Mass protests by the Dutch people in the early '70, because there were too many cars causing deaths. It brought back a transportation infrastructure balance for all transportation.

This was my 3<sup>rd</sup> Summit.

How do I summarize my feelings and observations from all of this?

With London having a London Plan, Shift, Down Town plan,  
A new look at our Cycling Master Plan....

We are building a London not for us..... But for our next generation.

No need to wait for mass protests like The Netherlands



# Walkable, Cycling, Public transit Communities.

## Re Think .... for them.

- Fewer youth are interested in acquiring a drivers license.
- Extravagant cost of Car Insurance.
- Internet shopping increasing in popularity.
- 10,000 car collisions in London annually
- "A citizen on a \$30 bicycle is equally important to one in a \$30,000 car," Former Bogota mayor Enrique Peñalosa



# For Shift to Happen...



## Niagara and Other cities are showing the way...

- Complete street policy City Wide.
- Bicycle friendly Business Plan.
- Create MORE partnerships.
- Create more signs to indicate trails and business.
- What can we do to create association with pedestrians.
- Get schools boards involved.
- Learn from others, who want the same thing.



Cycling Advisory Committee





**It's for the next generation**



Cycling Advisory Committee

