

Welcome to a very brief insight into what Ontario Cyclist are up to.

Dear Friends,

Share the Road launched the Bicycle Friendly Communities program in Ontario in 2010 when interest in cycling was growing across the province. At that time, Ontario had a provincial cycling strategy that was more than 20 years old, celebrations of cycling like Bike Month occurred in only a few communities and Ontario had yet to build a single protected bike lane. Fast forward to 2016, and the progress is immediately apparent:

Over 60% of Ontario residents now live in one of the 28 communities that have received a Bicycle Friendly Communities award.

2

Thousands of employees across the province work at one of the 34 businesses that have received a Bicycle Friendly Business award from Share the Road.

3

June is now officially Bike Month since the passing of the "Bike Month in Ontario Act."

#CycleON, Ontario's updated cycling strategy, articulates a 20-year vision for how 12 Ontario ministries can work in coordination with road safety partners to see Ontario recognized as the best Canadian province for cycling. This vision includes an Ontario with an integrated province-wide network of cycling routes, communities where cycling is supported for all trips under 5km and striving for zero fatalities with a cycling environment that is safe for people of all ages.

5

At least six communities can boast of having a protected bike lane or cycle track, with dozens more in the planning stages.

6

The Highway Traffic Act has been modernized to make cycling safer and now includes a 1m safe passing law, increased fines for dooring people on bikes and stronger penalties for cycling without proper lighting.

Share the Road is proud to work with our partners to build a safer, more bicycle-friendly Ontario. Although we've still got work to do before we reach our goal of being the most bicycle-friendly province in Canada, it's important that we don't forget how far we've come. It's also important that we continue to articulate clear goals for moving forward.

In the year ahead, Share the Road is committed to helping more Ontario residents participate in cycling education courses. To accomplish this, we have partnered with Cycling Canada to modernize the CAN-BIKE program. We are working to ensure Ontarians know about new pieces of legislation like the 1m safe passing law and are aiming to launch a province-wide multi-media awareness campaign this year. We will also be conducting a stakeholder survey to help inform our advocacy priorities for #CycleON Action Plan 2.0.

A more bicycle-friendly Ontario is within our reach. We look forward to working with you to enact impactful changes for cycling that build on the successes of the last five years.

JAMIE STUCKLESS
Executive Director

Share the Road Cycling Coalition

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#CycleON Ontario is updating as it has partnered with Cycling Canada to modernize CAN-BIKE program.

#CycleON Action Plan 2.0



Jamie Stuckless
Executive Director
Share The Road



ABOUT THE PROGRAM

THE BFC PROGRAM HELPS communities measure their bicycle friendly efforts against an established, international set of criteria which clearly identifies the types of programs, projects, policies and plans that contribute to a strong and safe cycling community. The BFC application form guides municipalities through an assessment of their current cycling efforts and helps to identify gaps in those efforts. The application is an online form divided into five key themes that are vital to creating a strong culture of cycling:



ENGINEERING

Physical infrastructure and hardware to support cycling



EDUCATION

Programs and campaigns that give people on bikes and in cars the knowledge, skills and confidence to share the road safely



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





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BICYCLE FRIENDLY COMMUNITIES YEARBOOK

WHAT IF MY COMMUNITY HASN' DONE ENOUGHYETTO EARN A BFC AWARD?

some Communities are very excited When hely learn about the BFC program but think that they won't be ready to apply for a very long time because they haven't done enough cycling work yet to be worthy of an award. But communities get a lot out of the BFC application process even if they receive an "Honourable Mention" or receive no award at all. The process of completing an application serves as an important benchmark of current cycling assets and efforts, and helps communities to self-identify priority actions. An important side effect of the application process is that it gets diverse stakeholders in a community taking about and taking action on cycling; it puts cycling "on the radar" so-to-speak. And, the indepth, customized feedback report each community receives provides inspiration and guidance for moving forward, helping accelerate the past to an award.

Advice from Town of Blue Mountains

Submit a Bicycle Friendly Communities application. It creates a baseline for you and will bring your champions farward. You will likely be surprised by just how much your community partners currently offer.

Advise from Thunder Re

"Fill out the BFC application. It gives you a good sense of where you are and helps you to identify what gaps exist. Plus you get feedback, which can be used to set priorities and bring new partners together."

6 | Bicycle Friendly Communities

APPLICATION PROCESS

The journey towards becoming a Bicycle Friendly Community (BFC) starts with a single click.

Visit www.sharetheroad.ca/BFC

Find tips, answers to frequently asked questions and the application form that is at the core of the BFC program

COMMUNITY'S TASKS

REVIEWERS' TASKS

00

ROAD

THE

SHARE

Create a BFC application team

A BFC application is strongest when it has input from a variety of community partners including municipal staff, public health, school boards, bike shops and community groups.

Complete & submit a BFC application

Collect local reviewer feedback

Share the Road reaches out to local stakeholders to get an on-the-ground assessment of how the community is doing.

Review & judge applications

A panel of expert judges decides what recognition level is warranted

Distribute awards

Provide feedback

Recommendations from the expert judging panel are combined with those from local reviewers into a report that includes a list of recommended priority next steps, and suggestions for new cycling programs and projects. The journey towards becoming a Bicycle Friendly Community (BFC) starts with a single click.

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Engineering

Real-World Learning in Belleville, Students Build Bike Racks

AT LOYALIST COLLEGE in Belleville, Ontario, students in the welding and fabrication program had a unique opportunity; their class project in 2015 was the design and fabrication of 10 bike corrals, which were deployed in three different communities in the area. Corrals were purchased by local businesses, non-profits and the City of Belleville, with each customer being able to custom design the corral's end plates and choose from a wide variety of colours. The flexible design of the corrals could accommodate anywhere from four to 10 bikes without requiring significant modification to the design, making them a fully customizable bike parking solution. "The students felt really involved in the project; it's great when projects have practical applications," says John Grieve, Coordinator of Welding Techniques and Fabrication Technician Programs at Loyalist College. "When students see the real-world impact of their projects, they take so much care to make it right."

With a little bit of planning, it's easy for a community to build a partnership with a local college or high school to fabricate customized, unique bike parking solutions.



TIPS LEARNED FROM THE LOYALIST COLLEGE EXAMPLE

1

Keep the design simple. A simple, flexible design is going to get more uptake than a more complicated, rigid design.

2

Be sure to work closely with the school's purchasing department. They'll sometimes think of potential problems and solutions that you might not have thought of. For example, the Loyalist College purchasing department provided guidance on how to package and deliver the bike racks from the painting facility in a way that ensured they arrived without any scratches or dings in the paint. That special handling added cost that hadn't originally been included in the project budget.

3

Establish learning outcomes with the instructor at the school early on to ensure the project is aligned with curriculum requirements.

4

It complicates the process a great deal if the school has to deal with multiple customers so these projects work best if the municipality purchases all of the bike racks and then handles distribution, i.e., either giving them away or selling them to local businesses.

Belleville

Students Build Bike Racks

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Neighbourhood Greenways

York Region Introduces Dedicated Cycling Funding

MANY HANDS MAKE LIGHT WORK, and when it comes to cycling infrastructure, having many funders makes getting to "yes" easier. With that in mind, York Region has created a \$500,000-a-year fund to help its municipalities build new pedestrian and cycling infrastructure. Municipalities can apply to the fund, and may receive up to 50% of the total project costs from the Region. "The funding partnership ensures continuous improvements for people cycling in York Region," says Shawn Smith, Program Manager of Active and Sustainable Transportation at York Region. "Our focus is on creating a network across the region, and with the fund in place, we're able to encourage municipalities to prioritize those high-impact projects."

A particular focus of the fund has been the development of the Lake to Lake Route, which connects Lake Ontario to Lake Simcoe through a continuous north-south route. "Without our local partners, that route could not be built," adds Smith. "The fund is a clear demonstration of how important a region-wide cycling network is to York Region."

For more information on the Partnership Program, visit http://bit.do/YorkFund.

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When a Trail is More Than Just a Trail. Kitchener's Iron Horse Trail Strategy

NEARLY TWO DECADES AGO, the City of Kitchener acquired the land upon which the passenger and freight rail used to run. Stretching over 4 km and connecting multiple important destinations in Kitchener and Waterloo, the Iron Horse Trail was constructed along this right of way. Since then, the trail has become a well-used active transportation corridor, but the city felt it could be something more. "We asked our community about their vision for the Iron Horse Trail, and we received more than 850 responses from residents who wanted to see the trail become a recreational and

cultural asset to the City of Kitchener in addition to serving as a key piece of the active transportation network," says Josh Joseph, Kitchener's Community Engagement Consultant. "We've come up with a strategy that reflects the community's desires to create a space where festivals, culture, placemaking and public art combine to make the inique destination." Kitchener City Counc recently approved Phase 1 of the Iron Horse Trail Strategy, ensuring that the trail will continue to contribute to Kitchener's active ransportation culture for years to come.





KEY LESSONS LEARNED

Understand what your assets are. Kitchener city staff surveyed trail users and found that mos of them felt that the trail was hidden gem" and that Kitchen was lucky to have it there.

rstand how your ti being used. Kitchener installed counters on the Iron Horse Trail and discovered that the trail was being used for over 250,000 rips per year.

Listen to residents when they share their vision for your trails. Their ideas might surprise you.

Let your trails be more than just trails. Allow them to be spaces for public art, festivals, culture, recreation and transportation. Trails can be tremendous community assets if utilized fully.

Peterborough Shares Tips for Improving Bike Lanes

ORIGINALLY INTRODUCED AS A pilot project in 1995, the bike lanes on George and Water Streets in Peterborough always had one major flaw, cars were allowed to park in the bike lanes except during peak times. With the increase in demand for cycling infrastructure, however, Peterborough has made changes to the lanes on George and Water, eliminating parking and establishing plans to improve the bike lanes in 2016 by adding a 0.5m painted buffer between the bike lanes and vehicle traffic.

WANT TO ADD OR IMPROVEYOUR BIKE LANES?

If removing or changing parking, conduct a parking study to learn if the current demand can be accommodated on side streets, or on just one side (if it is a one-way street).

Conduct cycling counts so you know the current use. This will provide a baseline against which you can compare any changes in use that occur as the infrastructure changes.

Consult with businesses one-on-one before the project is announced publicly; this proactive approach will allow you to build early support, and answer questions or address concerns in person.

Be prepared to make concessions for business parking, especially for loading and unloading.

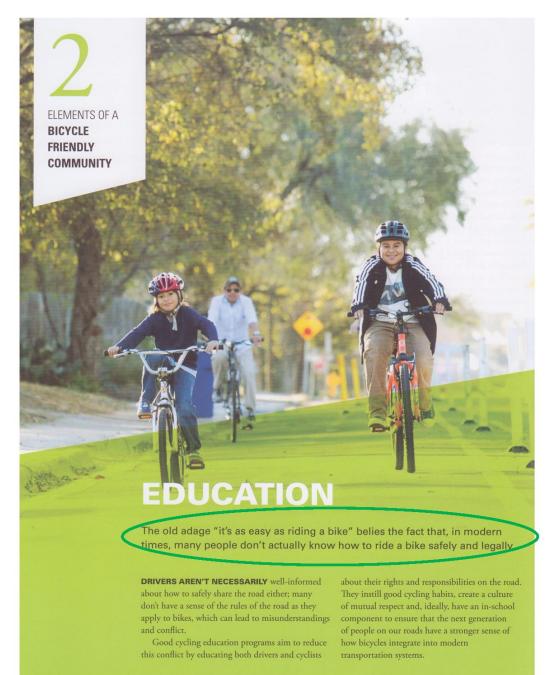
Build separated facilities if you can. That's what people really want

Kitchener's Iron Trail

Kitchener's City Council recently approved Phase 1 of the Irion Horse Trail strategy assuring that the trail will continue contribute to Kitchener's active transportation culture for years to come. Understanding how the trails are being used, counters counted 250.000 trips per year.

Peterborough.

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Education

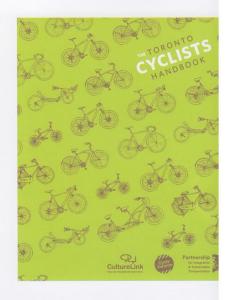
The old adage "It's as easy as riding a bike" belies the fact that, in modern times, many people don't actually know how to ride a bike safely and legally.

The Toronto Cyclists Handbook Introduces Cycling Across Cultures

TORONTO IS A MULTICULTURAL, cosmopolitan city so it makes sense that the Toronto Cyclists Handbook be available in more than just Canada's two official languages. And thanks to a partnership between Cycle Toronto and CultureLink Settlement and Community Services, this valuable resource has been made available in 17 languages. All 17 versions are available online at: www.cycleto.ca/handbook.

"The handbook provides important information about your rights and responsibilities as a person riding in Toronto," says Jared Kolb, Executive Director of Cycle Toronto. "It's a valuable resource for all riders, no matter what their experience levels so we wanted to ensure it was made available as widely as possible, regardless of what language people are comfortable with."

Since being produced in 2010, more than 22,000 handbooks have been distributed. Now, as Cycle Toronto prepares for an update to the Cyclists Handbook (to be released during Bike Month 2016), they shared some insights about producing a similar resource in your community:



1

First and foremost, don't reinvent the wheel. Cycle Toronto and CultureLink are happy to work with communities around Ontario to adapt the handbook. In fact, the handbook has already been adapted for use in Mississauga and Windsor. Contact info@cycleto.ca for more information.

2

A picture is worth a thousand words. Clear, simple illustrations communicate much more than text can, and make it easier to translate the resource.

3

Don't try to cover everything. By giving people just the essentials they need to be safe and compliant with the law, the document will be relatively short and accessible, and thus more likely to be read and understood.

Toronto's Cyclist
Handbook is available
in 17 languages on
line.

Tips:
Don't reinvents the wheel

A picture is worth a thousand words



As part of the Ministry of **Transportation's Cycling** Training Fund, Share The Road and Cycling Canada received funding to update the CAN-Bike curriculum through a provincewide consulting process. The goal is to make the CAN-Bike program, which has formed the basis of cycling education in Canada for decades, more engaging, more accessible and more flexible, so it can be delivered to more Ontarians.

Delivery is planned for March 2017

Cycling Education in Thunder Bay

RECOGNIZING THAT DIFFERENT demographics have very different needs when it come to cycling education, Safe Cycling Thunder Bay—a program funded by the City of Thunder Bay and delivered by EcoSuperior Environmental Programs—offers a variety of cycling education programs, including short lunch and learns, courses specifically designed for those aged 55+, and courses for workplaces that want to gear up for Thunder Bay's annual Constitute Challenge. By working directly with the local 55+ Sentre and with local employers, Safe Cycling Thunder Bay has been able to reach

new riders in areas and demographics they hadn't previously engaged. "A key lesson we've learned is the importance of meeting people where they already are for cycling education," says Caroline Cox, Program Coordinator with EcoSuperior. "By taking the course to workplaces and other places people already congregate like the 55+ Centre, we achieved strong participation and reached new people who were interested in cycling."

WHATYOU CAN LEARN FROM SAFE CYCLING THUNDER BAY

Partnerships with the municipality are key. The City of Thunder Bay provides funding for administration and coordination of the program and production of course materials. The city also helps to encourage workplaces to sign up for courses, especially in the lead up to the city's annual Commuter Challenge.

2

Keep the number of students per instructor low. EcoSuperior maintains a 1:7 instructor to student ratio in all their classes to ensure individualized instruction.

Make it easy for people to take

the course by bringing it to them. Lunch and learn classes and short on-bike instruction can be done at a workplace or other places where people are already spending time.

4

Ensure your instructor matches your audience. If you want to host a course for women over 55, make sure that you recruit and train female 55+ instructors. This helps ensure that instructors understand the needs of their students and that the students can relate to the instructor.

5

Stay tuned for the updated national CAN-BIKE curriculum in 2016, which aims to meet the needs of a diverse cycling public; Thunder Bay will be sharing their insights during the curriculum revision consultations.

Thunder Bay

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What you can learn from safe cycling:

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ENCOURAGEMENT

There's no way around it, people are creatures of habit. And few habits are as hard to break as the habit of driving.

accounts for the majority of trips taken, even those under 5 km in length. Those short trips—the trip to school, to the corner store, to a friend's house—are where there is the highest potential for change. By introducing people to the convenience and speed of cycling for those short trips, you can start to

change habits. But people need a "push," something to encourage them to leave the car at home and try riding a bike instead. This section profiles communities that are giving their residents the push they need to start down the path of creating healthier, more sustainable habits.

Encouragement.

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People need a push something to encourage them to leave the car at home.

Bike Valet is So Much More Than Just Bike Parking

ALL OVER ONTARIO, where special events organizers are hoping to reduce their parking burden and provide attendees who bike with a great experience, bike valet programs have provided the answer. For those unfamiliar with a bike valet, it works a lot like a coat check, but for bikes. Riders arrive at an event, drop off their bikes at a staffed, secure location and each receive a ticket. At the end of the event, attendees return to the bike valet and hand in their tickets to reclaim their bikes before riding home. Bike valet helps to improve the visibility of cycling, reduce demand for car parking at special events like festivals and sporting events, and provides a great opportunity for volunteers to interact with people in the community.

Bike Friendly Windsor Essex hosted five bike valets in 2015, and at each event they met new people who ride in their community. "Our bike valet events provide us with an opportunity to speak with cyclists as well as with those who would love to dust off their bicycles and ride again but who are fearful or nervous," says Lori Newton, Executive Director of Bike Friendly Windsor Essex. "It's an opportunity to share new rules of the road like mandatory bike lights and bells, and to dispel misconceptions like sidewalk cycling being safer than riding legally on the road. Parking the bikes was just a small part of what we did."



BIKE VALET ADVICE FROM BIKE FRIENDLY WINDSOR ESSI

The success of a bike valet is all about location. You want the bike valet to be visible to everyone who attends an event, not just the people arriving by bike, so being close to the entrance is important.

Don't underestimate the time and resources needed to run a successful bike valet. You'll need a tent, bike racks, fencing, a table, valet tags, sign in and out sheets, and three or four volunteers.

You can provide additional value and promote cycling beyond the day's event by having cycling information on hand such as trail maps, city bike route guides and flyers/brochures on rules of the road and upcoming cycling events

To maximize the use of valet service and provide an incentive for cycling, it works well if cyclists can use the service free of charge, or by donation. Given the benefits of bike valets and the time and resources needed to provide the service, it is reasonable that event organizers be asked to cover some or all of the costs.

Train your volunteers not only to park the bikes but to engage in conversations about cycling, whether that be discussions of rules of the road or sharing tips on safe routes for cycling across your town. And don't forget this is an opportunity to talk about your organization and any advocacy you do. Be ready to sign up new members as you connect with local cyclists and encourage those who want to get back in the saddle.

Bike Valet

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SoBi Hamilton: Ontario's Newest Bike Share Success Story

IN HAMILTON, there's a cycling renaissance in the works, and the vanguard is a fleet of whimsically-named blue bicycles that can be seen all over the streets in the downtown area. With 750 bikes at 110 stations, Hamilton's bike share system (SoBi Hamilton) is the second-largest bike share system in Ontario and, as of the printing of this yearbook, is North America's largest bike share fleet utilizing "Smart Bikes"-a system where all of the

return a bike are contained on the bike itself rather than at bulky docking stations. The SoBi system is flexible; SoBi bikes can be left anywhere a normal bike can be locked, not just at an official docking station, and the SoBi hubs can be used for parking non-SoBi bikes, adding bike parking capacity throughout the SoBi service area. With 7,400 active members and growing, SoBi is catalyzing change in the City of Hamilton.



BIKE SHARING ADVICE FROM HAMILTON

electronics necessary to take out and

Ensure that you communicate with the public about the importance of maintaining a realistic service area. It's better to have the system start off with a smaller service area that is very well covered and build demand that way than to spread the system too thin across too large of a geographic area.

The Institute for Transportation and Development Policy (ITDP) has created a comprehensive Bike Share Planning Guide. Be sure to follow those guidelines, especially relating to station density. It is available at http://bit.do/bikeshareguide

Bike share technology is rapidly evolving. Smart bike technology can make bike share dollars go much further since you don't need to pay for expensive docking infrastructure.

Investing in a network of safe cycling infrastructure concurrent to the development of your bike share system will grow your ridership, and the culture of cycling, even faster.

York Region Videos Share Local Cycling Stories

VIDEOS CAN BE AN excellent tool for cycling encouragement as well as education. With that in mind, York Region created a series of "My York Region Cycling Story" videos, profiling local residents telling the story of how they got involved in cycling, and talking about what cycling means to them and their families. You can view the entire series of videos at http://bit.do/YorkVideos. A new video was released every few weeks during the spring and summer of 2015, which kept the buzz around the videos going strong. Shawn Smith, York Region's Program Manager of Active and Sustainable Transportation, shared some lessons learned for communities hoping to create their own video series:

Keep videos short-no longer than two minutes-to help keep the attention of viewers.

Ensure that you put as much time and effort into promoting and distributing the videos as possible. A great video doesn't mean much if nobody sees it, so look for opportunities like public movie nights or video screens in municipal facilities to get the videos playing.

Ensure your videos have a story, and focus on the human element of your subjects; that's what viewers are drawn to.

Make sure your videos reflect the diversity of your community and the diversity of people that ride bikes.

Hamilton, there is a cycling renaissance in the works, and the vanguard is a fleet of whimsicallynamed blue bicycles that can be seen all over the streets in the downtown area. With 750 bikes at 110 stations Hamilton Bike-Share system is the second larges bike share system in Ontario

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York Region Videos

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Open Streets Events Easier to Host Thanks to 8 80 Cities Toolkit

SOMETHING AMAZING HAPPENS

when you close a route to automobile traffic. It opens that space, which is normally used solely for the purpose of moving cars and trucks, to a whole host of other activities. Where normally you almost exclusively see cars, during Open Streets events you see people walking, cycling, doing yoga, playing street hockey, relaxing in pop-up cafés, starting pickup games of basketball and much more. "Open Streets events give residents a chance to connect with their communities at a human scale," says Alyssa Bird, Open Streets Project Manager with 8 80 Cities. "When there are no cars on the road, people are more likely to try walking or cycling. They discover new shops, connect with their neighbours and find new routes through their community. It gives them a chance to explore what is possible when you walk or bike through your city."

But Bird cautions against looking at an Open Streets event as just another street festival. "The focus of an Open Streets event is really on providing people with the space to move and explore. You don't want a route that is so congested that people can't run, bike, rollerblade or skateboard. The goal is to turn the street into a linear urban park, where residents can engage in physical activity and discover new aspects of their community along the way." With that in mind, 8 80 Cities has created a comprehensive toolkit for hosting Open Streets programs.

Toolkit available at http://bit.do/OpenStreets



Residents of Peterborough enjoy a lively atmosphere at the downtown Hub during their first Open Streets event in 2015.

Open Street events easier to host thanks to 8 80 cities toolkit.

Residence in Peterborough enjoy a lively atmosphere at the downtown Hub their first open street events in 2015

OPEN STREETS TIPS FROM THE 8 80 CITIES TOOLKIT

A route of 3-8 km is key to achieving a successful Open Streets event, and should ideally be along an iconic route in your community. A shorter route will result in congestion, and won't allow for a true Open Streets experience.

Don't overprogram the event. Create hubs of activity along the route, which will give people a reason to travel between the hubs. These hubs will be exciting, congested spaces, but the route between them should provide people the space they need to move freely.

Work to highlight what already exists in your community; don't bring in special, outside attractions. Focus on what is already there-the existing businesses, cultural assets and community groups-to create lasting connections.

Municipal government needs to be at the table when planning an Open Streets event. They bring resources that other groups don't have access to. Participation of the municipality is often what differentiates a successful Open Streets event from one that fails.

Hosting more than one Open Streets event each year makes them predictable and gives them a chance to grow. Consider at least two, but ideally four events each year.



EnforcementBill 31 in 2015

Bill 31: Making Ontario's Roads Safer

IN JUNE 2015, Bill 31 was signed into law. With the passage of the Bill, several laws relating to bikes were changed, providing law enforcement with new tools to keep all Ontarians safer on the roads. Key among the changes include:

1

A 1m safe passing law, requiring drivers to leave 1m of space when passing people on bikes. creased penaltic

Increased penalties for dooring people on bikes.

3 Increased fine:

Increased fines for cycling without lights.

Increased penalties for

distracted driving.

A change to regulations to permit people to cycle on paved shoulders on divided provincial highways.

We encourage community stakeholders to talk to their local law enforcement agencies about what they are doing to train their officers about the changes to the Highway Traffic Act, and to think creatively about how they can work together to publicize these changes in their community. To assist with promotion of the new rules, Share the Road has secured funding from the Ministry of Transportation and eight partner municipalities to develop a multi-media awareness campaign outlining some of these legislative changes. We will be working with Top Drawer Creative and a provincial advisory committee to develop videos, radio spots and print ads. All of the promotional materials created will be made available for communities to use in local education efforts. Our goal is to launch the campaign as part of Bike Month in June 2016.

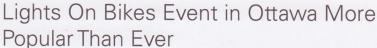


Riders in Peterborough provide a visual demonstration of a safe, legal passing distance.



- Riders in Peterborough provide a visual demonstration of a safe, legal passing distance.
- 1 One meter safe passing
- 2 Dooring
- 3 Mandatory lights
- 4 distracted diving
- 5 Cycling on Highways paved shoulder OK





ON A BRISK NOVEMBER evening in 2015, hundreds of people riding bikes in Ottawa were greeted by volunteers from Citizens for Safe Cycling and members of the Ottawa Police Department, who provided them with a complimentary set of front and rear lights for their bikes. "This year, we handed out over 400 sets of lights. It was our biggest event yet," says Rob Wilkinson with Safer Roads Ottawa. "It's always popular, but this year we also were able to talk about the changes to the Highway Traffic Act contained in Bill 31, which included higher fines for riding without a light." Ottawa Police were on hand to talk about the importance of staying visible at night, especially in the days immediately following the beginning of daylight savings time, when people on bikes and people walking are at the

highest risk of injury.

WHATYOU NEED TO HOST A LIGHTS ON BIKES EVENT

1

Lights, of course! Thanks to LED technology, bike lights are brighter and more affordable than ever. Be sure to have white lights for the front and red lights for the rear of bikes. In Ottawa, lights were paid for by Citizens for Safe Cycling and Safer Roads Ottawa; consider partnering with your local public health department or law enforcement agency to provide lights in your community.

2

A visible location. Pick a spot with lots of bike and pedestrian traffic if you want to maximize your impact.

3

Tents, tables and reflective gear. Make sure the spot you pick looks like a place where an event is happening so that riders want to stop, get lights and chat.

4

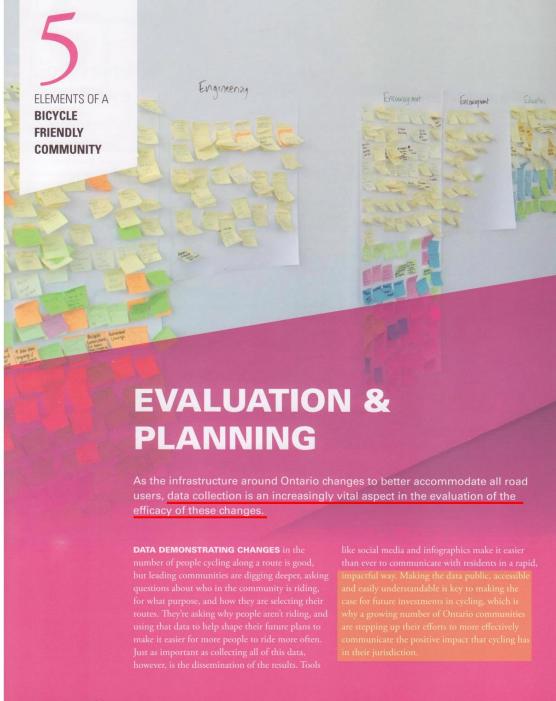
Volunteers and police presence. Events like this give local advocacy groups and police a chance to interact with local riders in a positive way.

5

Publicity and media presence. Be sure to post about the event on social media, share it with local cycling groups and send out a media release inviting the local press to attend.

Lights

On a brisk November evening in 2015, hundreds of people riding bikes in Ottawa were greeted by volunteers from Citizens for Safe Cycling and members of the Ottawa Police Department who provided them with a complimentary set of front and rear lights for their bikes. This year they handed over 400 sets of lights.



Evaluation & Planning

Data collected is an increasingly vital aspect in the evaluation of the efficiency of these changes. Making the data public, accessible and easily understandable is the key to making the case for future investments in cycling, which is why a number of Ontario communities are stepping up to their efforts to more effectively communicate the positive impact that cycling has in their jurisdiction.

Building a Strong Cycling Advisory Committee in Markham

MARKHAM'S CYCLING and Pedestrian Advisory Committee (CPAC) is one of the driving forces behind the city's objective to become a better place to walk and cycle. From organizing the annual Markham Cycling Day event to hosting a bike valet at several community events each year, the CPAC helps to facilitate new ways for Markham residents to get on their bikes and provides city staff with advice to support future planning.

"The Cycling and Pedestrian Advisory Committee is an effective voice for residents interested in active transportation in Markham," says Mayor Frank Scarpitti. "They work closely with members of council and city staff to advance the development of Markham's multi-use and cycling pathway system, and to increase awareness of these cycling assets across our community."

The CPAC has provided city staff with research including a cycling network gap analysis and utilization surveys of community bike racks. The city was able to use the findings to help determine future direction.

MARKHAM'S BEST PRACTICES FOR ESTABLISHING A CYCLING ADVISORY COMMITTEE

1

Provide the committee with an annual budget to use at their discretion. In Markham, the annual budget of the CPAC is about \$25,000, which helps to pay for events, bike valet hosting and the production of educational materials.

2

Build an effective working relationship between city staff and the advisory committee by ensuring that each party supports the other's work. When the CPAC puts time and energy into developing a new program or proposal for infrastructure improvements, city staff do their best to realize the proposals. And, when staff comes up with a proposal, the CPAC assists by making a presentation to council, collecting data or gathering supporting documents.

3

Establish subcommittees to ensure that work on specific projects doesn't overtake the meetings of the broader committee. With 18 members on the CPAC, there are many diverse interests. Members are able to participate on initiative-specific subcommittees that appeal to them, and report back to the larger committee.

4

Give your committee ownership over their meetings and programs. It is important to allow the committee to set the agenda, control the budget and run its own programs. This will result in committee members having a stronger sense of ownership over the work, resulting in more of a working committee that also has an advisory role.

SOMETIPS FROM SHARETHE ROAD FOR COMMITTEE MEMBERS

1

A working committee is a strong committee. Ensure that members are comfortable volunteering some of their time to plan projects and undertake important initiatives.

2

Focus on being a productive partner to municipal staff by providing supporting information and working to build support for cycling in your community through new events.

3

Ensure that a diversity of voices are heard around the committee able. Work to recruit committee members with varied background: and perspectives.

Markham

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Thunder Bay Tracks and Reports on Cycling Plan Progress Annually

INTHUNDER BAY, city staff report on the implementation of their cycling plan at council every year. As a part of that update, staff share information about a number of measures that are tracked year-over-year. When implementing a new bike lane, metrics shared include existing traffic volumes (cars and bikes), parking utilization and collision history. Importantly, staff also share information about routes that have already been implemented, including data on changes in the numbers of people driving and cycling on the route, changes in collision data, changes in rates of speeding, and changes in cyclist behaviour (e.g., stopping at stop signs, riding on sidewalks, etc.).

"The data we collected has really helped us make the case for cycling infrastructure," says Adam Krupper, the city's Mobility Coordinator. "We see positive changes like lower rates of speeding, increased numbers of people cycling and fewer collisions overall on those corridors. It's also helped us to idea for operational changes that improve traffic flow like signal timing changes and intersection configuration. It's been a real win-win."

So what should other communities know about getting started on data collection? The team in Thunder Bay shared these tips:

1 Leverage your existing assets

"We don't have a huge budget for data collection, so we get staff that are already out in the community to add it to their workday. We'll have staff drive along a corridor being considered for a bike lane a few times a day for several weeks to track parking utilization and enter any parked cars in a database. We also work closely with the police department to get data on speeding and collision history."

2 Know what data you need to collect in advance

"Often, the public will provide you with tips about the data you should be collecting. We heard from people that they were concerned that bike lanes would cause an increase in the number of collisions between people cycling and people driving. By tracking collisions, we were able to conclusively prove that to be untrue. We also showed a decrease in speeding, and in automobile collisions on almost every corridor."

3 Be prepared for the parking argument

"A major concern that always comes up with new on-street bike lanes is the potential loss of parking. So be sure that you have parking utilization data to better understand those concerns. Collect data at different times of day for at least a couple of weeks. This can help you to determine if removing parking is a viable option or not."

How Counts Inform Maintenance on the Tom Taylor Trail

IN NEWMARKET, the Tom Taylor Trail forms the spine of the town's active transportation network. Running the entire length of the town from north to south, the route is important for both recreational riders and commuters, who use the trail to get to and from work each day. The Town of Newmarket, in partnership with York Region, set out to understand just how important the trail was to commuters by installing a permanent bike and pedestrian counter on the trail, which yielded some impressive results. The counter showed that the trail was being used by hundreds of residents each day, even in the winter months. As a result, Newmarket clears its principal off-road trails with the same priority as it clears arterial roads, meaning the trails are cleared and de-iced in time for the morning commute after a snowfall.

MAXIMIZETHE VALUE OFTHETRAILS SYSTEM IN YOUR COMMUNITY

It's important to gain an understanding of who is using the trails, and for what purpose. Install counters on your trails to gain a stronger understanding of the value they bring to your community. Permanent counters can provide consistent, year-over-year data, but temporary counters can also be used to provide a snapshot of how a trail is being used. It doesn't matter whether you choose permanent counters or mobile ones, it's just important to get counting!

2

Treat your trails like you treat your roads, especially if you want to see a growth in active commuting in the winter. Ensure that they are predictably maintained.

3

Connecting on-road infrastructure to your trails is key to increasing their use. Ensure there is a network of on-road cycling infrastructure feeding into your trails to keep people feeling safe and comfortable throughout their entire journey.

Thunder Bay

The data collected has made a case for cycling infrastructure.

A major concern that always comes up with new on-street bike lanes is the potential loss of parking. Make sure that you have parking utilization data to better understand those concerns. Collect data at different time of the day. This can help you determine removing parking is a vital option or not.

Newmarket

Treat your trails like you treat your roads, especially if you want to see a growth in active commuting in the winter. Ensure that they are predictably maintained.

Vision Zero: Working Together to End Road Fatalities

VISION ZERO IS BASED on a very simple principle: death is not an acceptable consequence of mobility. Cities that adopt Vision Zero commit to work towards ending fatalities on their roads by making their road network safe for all users through a combination of infrastructure change, enforcement, public awareness campaigns and policy changes. In North America, promotion of Vision Zero is being led by the Vision Zero Network. Their in-depth work with 10 focus cities in the U.S. will provide information on best practices and lessons learned which will be shared across the continent in an effort to get more North American communities committed to safe mobility for all road users. While no Canadian city has officially committed to Vision Zero yet, we're optimistic that this important movement will make its way north of the border very soon.

GET STARTED ON A VISION ZERO COMMITMENT

1

Reach out to the same stakeholders that are part of your BFC application team. Input and buy-in from leaders in engineering and public works, police, public health, and elected officials will be essential in shaping your Vision Zero strategy and implementing the changes needed to eliminate road fatalities in your community.

2

Invest in collecting, analyzing and using data that shows where, how and why the most severe crashes are occurring. This data will help you see patterns that will inform how you prioritize and focus your efforts (engineering, enforcement, etc.), thereby contributing to the largest positive impact.

3

Create an action plan that lays out clear, measurable strategies to reach Vision Zero in your community. This needs the buy-in of the key stakeholders and should be public and transparent, so that the community can track progress.

4

Engage the community in meaningful ways. You'll need public buy-in for the changes as well since some changes will be politically difficult.

- 5

Consider the needs of all road users equitably in your Vision Zero work, especially the needs of traditionally underserved communities—such as children, seniors and people with disabilities—who are at the highest risk of injury and death on our roads. Vision Zero is a way to bring a more equitable approach to traffic safety.

Visualizing Data to Communicate Results



As communities begin to gather more data around active transportation, it is important to package and communicate that data in a way that is easy to access and understand, to ensure it is fully utilized. Many communities have produced some great visuals such as the example above from Toronto.

ADVICE FOR CREATING COMPELLING VISUALS

1

Don't underestimate the power of graphs and charts, which can bring to life the story behind the numbers.

2

Infographics are easier than ever to produce, but hire a professional to help you; don't skimp on design costs.

- 8

A visual piece should communicate its primary message in 10 seconds or less, so keep each graphic focused on one key point.

4

A great visual is a good first step, but you need to ensure you have a plan to get it out into the public realm. Send the resources you create to email lists, promote them on social media, print them and hang them in high traffic locations and send them to media sources—anything to get them seen by more people!

Vision Zero

The Vision Zero Network has produced an excellent primer to guide communities through the Vision Zero process, available at http://bit.do/VisionZeroInfo



As the BFC program enters its sixth year in Ontario, significant improvements in cycling conditions and culture are evident across the province. Communities that applied in the early years of the program continue to make significant progress, including 2015 Gold award winner Toronto (awarded Silver in 2012), Silver award winner Peterborough (awarded Bronze in 2012) and Silver award winner The Blue Mountains (awarded Bronze in 2011). New communities have been added to the list of BFCs in the province with each application round, most recently Newmarket and Thunder Bay which earned Bronze-level awards in 2015 with their impressive initial applications.

Gold:

Ottawa

Toronto

Silver:

The Town of Blue Mountains

Burlington (Moved up from Bronze in

2016)

Guelph

Hamilton

Kitchener

Pelham

Peterborough

Waterloo

Bronze:

Ajax

Grimsby

Halton Hills

London

Kingston

Markham

Milton

Mississauga

Mississippi Mills (New in 2016)

Newmarket

Niagara Falls (New in 2016)

Oakville

Oshawa

Peterborough

Richmond Hill

St. Catharine's

Thorold

Thunder Bay

Wasaga Beach

Welland

Windsor



Was the theme at this years convention. Yes..... What is next for London?

This is not about the bike....

It's about people wanting to get from here to there, safely.

And we need people who want to make it better for ourselves and Londoners.