2018 Ontario Bike Summit Report
April 16 – 18, 2018, Toronto

Prepared for: Cycling Advisory Committee
Date: April 9, 2018
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1.0 Cycling Education Workshop – Ministry of Tourism, Culture and Sport

- Hon. Minister Daiene Vernile, Minister of Toursim, Culture and Sport, and Susan Golets, Director, Policy Branch, Ministry of Tourism, Culture and Sport, Recreation and Community Programs Division Director <Susan.Golets@ontario.ca>
- **Program Standards for Cycling Education** will be a provincially consistent and comprehensive cycling education program. Will be released later this year.
- Ontario strategy informed by **Bikeability UK.** Presentation by Nick Truran, Cycling Lead Officer <Nick.Truran@hertfordshire.gov.uk>

Currently in Ontario, cycling education is decentralized. A standardized program is one component of the Cycle ON 2.0 strategy (Ontario curriculum and active routes to school), and will focus on curriculum standards, program delivery, and cycling education programming.

Three Drafts:

1. **Program Standards for Cycling Education**. The Cycling Education Program Standards include a set of learning outcomes that describe the essential skills and knowledge a cycling participant must reliably demonstrate in order to graduate.
2. **Program Standards for Cycling Instructor Certification**. The Program Standards for Cycling Instructor Certification include a set of learning outcomes designed to equip cycling instructors with a strong knowledge of safe road cycling practices as well as with the ability to effectively share safe road cycling information to a diverse audience of cycling participants.
3. **Cycling Instructor Training Curriculum.**

Considerations:

What would drive and motivate people to use these standards? What is the best approach to implementing these standards? How can CAN-BIKE instructors be integrated into a provincially recognized instructor framework? What would be the key attributes of a third-party organization delivering the program? Opportunities/challenges in rural, remote and Northern communities?

2.0 Cycling Skills: Ontario's Guide to Safe Cycling (April 2018)

- Tips, techniques for cyclists, how to cycle through the newest roads and infrastructure (i.e. good education on roundabouts), road signs, and signals. Guide to e-bikes and laws (i.e. e-bike riders aged 16+ must wear a helmet). Also outlines penalties.
- To order free copies: Service Canada Publications> Cycling Skills

3.0 #Cycle ON Action Plan 2.0

- Cycling portfolio is held under two ministries: Ministry of Transportation and Ministry of Tourism, Culture and Sport
- Outlines change in penalties (i.e. dooring $60 - $500 to $300 - $1000 and increased demerit points from 2 to 3)
- Can't order hard copies, but can find them online.

4.0 Pilot project – Bloor Street

- Presented by Nancy Smith Lea, Director, Toronto Centre for Active Transportation and Shawn Dillon, Manager, Cycling Infrastructure and Programs, City of Toronto
- One of the most extensively studied bike lanes in North America
- Takeaway is the investment in stakeholder feedback

4.1 Key Findings of Economic Impact Study

Customer Counts

- The number of businesses that reported 100 customers or more per day increased in the study area on both streets. Reported spending increased on Bloor and Danforth at a similar rate.
- Both before and after the bike lane, customers who arrive by foot or on bike reported higher levels of spending on Bloor Street compared to those arriving by car or transit.
- On both streets, locals (those living or working in the area) were 2.6 times more likely than those coming from further away to spend more than $100 per month.

Customer Frequency and Vacancy Rates

- After accounting for other contributing factors such as age, gender and proximity, visitors reported coming to Bloor three days more per month after the bike lane was installed, while on Danforth visit frequency was unchanged.
- People who arrived on foot or on bike visited Bloor the most often, and people who drove or took transit visited nearly four days less per month.
- Vacancy rates held steady at 6% in Bloor Annex and Korea Town. On Danforth, they declined from 10% to 7%.

Shifts in Travel Patterns and Parking

- The percentage of customers cycling to Bloor nearly tripled (from 7% to 20%), a substantially higher increase than on Danforth Avenue, which has no bike lane.

- Walking remained the most popular travel choice, used by nearly half (48%) of visitors on Bloor, and driving is now the least (10%).
- Merchants on Bloor Street preferred to drive (49%) and there was no increase in cycling, which remained the least preferred travel choice (6%).
- The majority of merchants believed that at least 25% of their customers are driving to Bloor; however fewer than 10% of customers reported arriving by car.
- Parking difficulty increased on both streets for visitors who drove, growing by four times on Bloor (from 8% to 33%) and nearly doubling on Danforth (from 14% to 25%), though this street did not have any on-street parking removed.
- When looking at all visitors, the percentage who needed to find car parking and experienced difficulty remained small: 3% of all visitors on Bloor and 4% on Danforth.

Perceptions of Safety and Feedback on Bike Lane

- After the installation of the bike lane, the proportion of visitors who perceived Bloor Street as safe for cycling more than tripled (from 17% to 61%), and doubled among merchants (from 13% to 27%), while perceptions of safety on Danforth dropped (22% to 10%).
- The percentage of women who reported they now feel safe cycling on Bloor increased significantly more than men, from 12% to 58%.
- The majority of visitors (86%) and merchants (90%) provided feedback in response to an open-ended question soliciting thoughts or comments about the bike lane.
- While visitor comments were generally positive, the most common feedback related to the bike lane's configuration and safety. Merchants raised more concerns than visitors, especially over impacts to business, but safety, parking, and traffic were also important issues.

5.0 Bike Sharing Systems in North America

Title: The ups and downs of bike -sharing systems in north America: understanding the successes and struggles (Master's thesis)

- Presented by Marie-Ève Assunçao-Denis, Mcgill University, Montreal
- She looked at four case studies: BIXI (Montreal, Canada), Citi Bike (New York City, USA), DECOBIKE (San Diego, USA)), Pronto! and dockless systems (Seattle, USA)

BIXI (Montreal)

- Launched in May 2009 with 3,000 bikes at 200 stations (6250 and 540)
- Rapid expansion and continuous service every year (from April 15 till November15)
- Financial struggles, administrative and ownership issues (bankruptcy), problems with software and with customers
- Receives a lot of money from City of Montreal and has sponsors
- System very popular and with high level of use
- Led to changes in behavior and habits, improved the visibility of cycling in the city
- Montreal has good cycling culture, flat terrain, and good population density

- Strategies to attract users (BIXI Sundays, social networks, well defined target audiences) Improvement of cycling infrastructure and network, density of stations, multimodality

PRONTO! Seattle:

- Population (2014): 659,000
- Launched in October 2014 with 500 bikes at 50 stations (shut down in March 2017)
- Great cycling and sports culture, but hilly terrain (65% of trips going down) and rainy weather
- Number of users and revenues much lower than expected
- A third party in charge of the operation: increase in costs and debts
- Inefficient business strategy, fundraising and administration (few sponsors, company stopped raising funds)
- The City bought the system in a very bad financial situation
- No grant from the federal government to expand the system
- Attempts to increase use, designation of a new operator, contract for new electric bicycles
- Setback: shut down of the system to use funds for active transportation infrastructure and programs
- System very small, with no density or connectivity between stations, poor integration with other transportation networks
- Lack of cycling infrastructure
- Conflicts of interest, political tensions, loss of political support, poor media coverage, negative public perception
- Mandatory helmet law: lack of spontaneity, fewer cyclists in the streets, lower perception of security

Recommendations for introducing a bike share system in a city:

- Adopt an approach focused on public interest and not profitability
- Get City's political/administrative support and involvement
- Hire a bike-sharing company with expertise and a strong reputation
- Do not establish a completely privately funded program, unless it receives lucrative sponsorships allowing for low user fees and a good level of services
- Set clear and attainable program goals, and realistic ridership forecasts
- Maintain a certain degree of control or influence over aspects of the project
- Define the target audiences and adapt the system to their needs
- Offer many rates and payment options for users to attract new customers
- Do not adopt an hourly rental rate pricing structure so as to not compete with local bike rental shops
- Launch system with a sufficiently-large size of fleet, stations and area (around 20 to 28 stations por 2.6 square km)
- Create a cohesive and dense network of stations located near transportation hubs, popular destinations and residential zones
- Expand the system as the demand grows
- Locate stations in low-income areas where people would greatly benefit from additional transportation options

- Evaluate geographical and climatic conditions and consider options to counterbalance negative factors
- Use technologies to improve systems (intermodality, dockless/hybrid systems)
- For dockless and hybrid systems, regulate bike parking options
- Monitor trips and use data to improve the system's efficiency
- Ensure the operator's management practices, structural rules and operations are efficient
- Include citizens throughout the project and in decision-making processes
- Be transparent and share data
- Offer discounts for vulnerable populations (low-income communities, seniors) to increase accessibility
- Promote the system amongst different target audiences and customize the marketing approach
- Create partnerships with transportation related agencies and companies
- Invest in the city's cycling infrastructure
- Do not implement a mandatory-helmet law, and if one already exists, repeal it or do not enforce it

6.0 Advisory Lanes

The City of Ottawa is using Advisory Lanes - a new type of cycling facility on low volume, low speed streets. Advisory bicycle lanes are used on narrow, low-volume streets and are marked with dashed lines. These markings give cyclists riding space, but are also available to motorists if needed to pass oncoming traffic.

- First one rolled out in 2016

How they work:

- Advisory cycling lanes – a new way for drivers and cyclists to share the road.
- Motorists share a wide lane with oncoming vehicles.
- Each side of the road has an advisory cycling lane.
- Drivers move into the right-hand cycling lane when passing oncoming vehicles.
- Motorists must yield to cyclists already in that space.
- Motorists travel behind cyclists until it is safe to move back into their lane.

Advisory Cycling Lanes in Ottawa video:
https://youtu.be/0zdDIvKXMxY
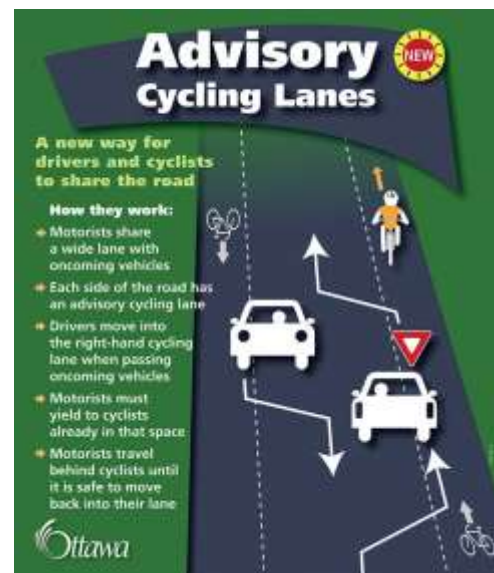
KEYNOTE ADDRESS – Dale Bracewell, Manager, Transportation Planning at City of Vancouver

- Keynote address about achieving a major bike shift in Canada
- Measurement: health, safety, accessibility, affordability, economy, public life, environment, resilience
- Implementation principles: think big picture, be opportunistic, work together, invest wisely, innovate, learn and adapt
- Bold moves: Burrard-Cornwall improvements. A congested roadway that they closed and opened it to bikes (bold move 12,000-15,000 cars daily)
- Cycling must be included in all new developments
- Include measurements plans in their 2040 strategic long term plans

Leveraging Google Traffic Data

- Adam Drackley
- City roadways are being re-imagined as never before, with an emphasis on balancing the needs of all users. While pursuing these 'Complete Street' objectives and in support of an informed debate on tradeoffs, it is important to predict potential negative impacts on travel times through traffic modeling and direct travel time surveys. By using information exposed by Google Traffic, it is now possible to get a much better assessment of travel times before and after a roadway re-configuration. The City of Ottawa has been exploring the use of this new data asset, and is happy to share information regarding the system with interested parties.
- After Google makes the change to its billing system, you could likely issue Google 1000-1200 requests per day, each day for a month, for no charge. This should be sufficient to monitor traffic movement between four or five 'pairs' of locations along a roadway for 5 minute intervals, 24 hours a day.