

REBECCA HENDERSON, PhD candidate
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What do you hope to contribute or learn as part of an Advisory Committee? (maximum 750 characters, attach an extra sheet if you need more space)

1. Contribution

As a doctoral candidate at Western University, I have researched multiple topics related to bicycling:

- Accidental cycling fatalities in Ontario: A six-year retrospective chart review from 2010-2015 (in review)
- Motorist-cyclist collisions in London, ON, 2006-2017 (ongoing)
- Cost-benefit analysis of cycling infrastructure for Active Neighbourhoods Canada
- Cycling culture in London, ON, through focus groups (ongoing)
- City-wide questionnaire: Acceleration of cycling uptake in London, ON (ongoing)

My unique contribution is that I can advise on measure required to implement the City's commitment to cycling, and assist in the monitoring the effectiveness of cycling facilities and support programs. I am well-versed in current peer-reviewed literature, and decision-makers can benefit from guidance on which of the possible strategies are likely to increase cycling, to what degree, and how to measure the outcomes.

In 2018, I presented research on cycling fatalities in Ontario, and there was a proposal to accept the results of the research to inform safety education in the Cycling Master Plan. Minutes available at <https://pub-london.escribemeetings.com/meeting.aspx?id=624e782c-3e6f-4890-9fc2-e0e7abfa3e77&Agenda=Agenda&lang=English>

2. Learn

Although I am well-versed in London's strategic planning documents, I am learning how to apply my research expertise to *develop* informed-policy on bicycling in London, ON.

How will you support the work of an Advisory Committee? (maximum 750 characters, attach an extra sheet if you need more space)

Despite the clear advantages of cycling, cycling is not part of the everyday culture in London; the rate of daily bicycle mode share is at 1.7% (IBI Group, 2018). Decision-makers are interested in identifying policies to promote cycling; yet, face significant challenges in identifying the most effective ways to spend the limited resources that have been allocated to cycling.

My research aligns with the Cycling Master Plan, and the mandate of the CAC is to advise and support City Council in the implementation of the Cycling Master Plan. To date, attempts to encourage modal shift

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towards active transportation and cycling have focused on physical infrastructure, particularly visually or physically separated cycle lanes and cycle parking. Yet the growing popularity of cycling in many cities around the world demonstrates that behavioural change is possible, even where investment in infrastructure is minimal or less than optimal (Pucher & Buehler, 2011; Reid, 2009).

I continue to support for the work of the CAC through participation on all sub-committees, participation at the Home Show (2018, 2019) to advance cycling in our City, and am a liaison to London Cycle Link.

Please describe additional experience, training, or community involvement that will help you in your role as an Advisory Committee Member. (maximum 750 characters, attach an extra sheet if you need more space)

I provide the committee and City staff updates on the ongoing advocacy work of London Cycle Link and the Squeaky Wheel Bike Co-op. I have been a member for three years, and a board member at London Cycle Link 2017-present. London Cycle Link is a member-supported, not-for-profit organization dedicated to making our city a place where citizens can easily choose cycling as their preferred mode of daily transportation. We work with the City, other organizations and individuals to make London a more prosperous and livable city by developing the best cycling culture in Canada.

I am currently a doctoral candidate in the School of Health Sciences, Western University, and am completing my degree in Measurements and Methods.

I am a member of the Western Active Transportation Society (WATS).