

# Ontario By Bike Industry Partnership Advisory Committee Web Conference June 26, 2014

[www.transportationoptions.org/obbip](http://www.transportationoptions.org/obbip)

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Project funding provided by:





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Project Coordinator

Transportation Options / Ontario By Bike



**Ontario By Bike Industry Partnership - Advisory Committee  
Web Conference – June 26, 2014**



# Web Conference Agenda:

## 1. Welcome and Introductions

## 2. Regional and Organization Updates

- Advisory Committee participants' program and projects roundtable

## 3. Program Updates - Ontario By Bike / Transportation Options

- Information on program expansion, marketing, new site auditing program, cycling event study, new research and cycle tourism sector report 2014, program review

## 4. Ontario By Bike Industry Partnership

- General discussion comments on regional representation, governance structure moving forward, and partnership objectives

## 5. Other Business / OBBIP Meeting Summary

- Next web conference



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# OBBIP Advisory Committee

## Regional & Organization Cycle Tourism Updates

What's new in cycling with your organization and/or business?

What's new in cycling in your region? Bigger picture

### 2014



### 2015

Essex County – Councillor John Scott (RTO1)  
Norfolk County – Michele.Crowley (RTO1)  
Venture Niagara – Sue Morin (RTO2)  
City of Hamilton - Daryl Bender (RTO3)  
Huron - Con Melady (RTO4)  
Waterloo/Cambridge - Don Pavey (RTO4)  
City of Toronto - Christina Bouchard (RTO5)  
Region of Peel - Wayne Chan, Erika Duque (RTO6)  
Hills of Headwaters Tourism Association – Michele Harris (RTO6)  
Durham Region – Terri-Anne Eagleson (RTO6)  
Cycle Simcoe – Brendan Matheson (RTO7)  
Northumberland County – Cori Arthur (RTO8)  
Brockville Cycles - Alan Medcalf (RTO9)  
Ottawa Tourism - Megan Peckford (RTO10)  
Haliburton HKPR Heath Unit – Sue Shikaze (RTO11)  
Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)  
The Bike Shop in Gravenhurst – Kristi MacDonald (RTO12)

Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)  
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)  
Lake Huron North Shore Cycling Route & Velorution – Michael Wozny (RTO13b)  
Thunder Bay – Vacant (RTO13c)

#### **Cross Provincial**

Bike On Tours – Harold Pulver  
IMBA – Igor Hoogendoorn  
Share the Road Cycling Coalition – Eleanor McMahon  
Waterfront Regeneration Trust – Marlaine Koheler  
Ontario Trails - Patrick Conner

#### **Periodic / Special Advisor**

Ministry of Transportation - Michael Canzi  
OTMPC - Steve Bruno



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# Ontario By Bike - Transportation Options Program Update



**Ontario By Bike Network** - [www.ontariobybike.ca](http://www.ontariobybike.ca)

- 27 regions participating
- 890+ business and locations certified as bicycle-friendly
- 50 workshops and 1,420 workshop attendees
- New regions Spring 2014:
  - Ottawa
  - Ontario's South West – Elgin, Middlesex, Oxford.
- New category – Business Areas
- Site visits underway in:
  - Grey County, PEC, Niagara East, and Durham Region



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# Ontario By Bike - Transportation Options Program Update

## Marketing & Promotions

- Web stats – showing continued growth  
May 1 to May 31, 2014 compared to 2013  
Top cities viewing: Toronto, Ottawa, Mississauga, Hamilton, Montreal, London, Markham
- Event participation: Busy at variety of shows & events
- Cycling in Ontario / Le vélo en l'Ontario distribution
- New rack cards
- Media – print articles
- Ride guide series & launch events:  
Ottawa, Toronto, Grey County

Sessions  
**44.98%**  
18,061 vs 12,458

Users  
**44.49%**  
15,375 vs 10,641

Pageviews  
**47.65%**  
34,253 vs 23,198



- Partner outreach:  
reciprocal links,  
print inclusion

# Ontario By Bike - Transportation Options Program Update

## Ontario By Bike Network – Projects & Research

- Number of related project underway or completed
- Stakeholder, business participant and program review
- Cycling event study 2014, tourism impact – summer & fall (4 events)
- Preparation of an Ontario cycle tourism sector status report post season summary
- Research – 2012 Stats Canada



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# Ontario By Bike Industry Partnership & Transportation Options

## General Update

### Research

- 2012 - Stats Canada Figures – Travel Survey of Residents of Canada: Canadian visitors (including from Ontario) who participated in cycling activities while vacationing in Ontario.

Destination: Ontario	Origin: Cycling Activity	
	Total 2012	Total 2011
Total Person Visits	1,306,649	1,583,082
<b>Place Visited in Ontario (Person Visits)</b>		
Region 1: Southwest Ontario	137,865	133,034
Region 2: Niagara Falls Canada	39,471	155,354
Region 3: Hamilton, Halton, Brant	26,659	32,637
Region 4: Huron, Perth, Waterloo, Wellington	45,037	61,796
Region 5: Greater Toronto Area	94,446	56,900
Region 6: York, Durham, Hills of Headwaters	27,066	26,041
Region 7: Bruce Peninsula, Southern Georgian Bay and Lake	384,952	470,912
Region 8: Kawartha and Northumberland	61,753	122,099
Region 9: South Eastern Ontario	58,372	69,426
Region 10: Ottawa and Countryside	90,785	121,706
Region 11: Haliburton Highlands to the Ottawa Valley	162,736	85,338
Region 12: Muskoka, Parry Sound and Algonquin Park	131,974	238,454
Region 13: Northern Ontario	96,481	51,470
Region 13a: North East Ontario	29,932	27,813
Region 13b: North Central Ontario	13,379	16,551
Region 13c: North West Ontario	53,170	7,107
* Stats Canada		

- Drop in numbers
- More information required

### Moving Forward ...

- Share your research
- Operators assist with tracking
- Suggest other info sources

# Ontario By Bike Industry Partnership Advisory Committee – General Discussion

## Comment On

- Partnership objectives - [www.transportationoptions.org/obbip](http://www.transportationoptions.org/obbip)
- Regional representation
- Governance structure
- Moving forward

*Thank You*

Fall 2014 - Individual representative consultation

**Other Business**



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*Thank you for  
joining us!*

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**Also see contact sheet for  
Advisory Committee participants**

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