

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

www.transportationoptions.org/obbip

Transportation
Options

Project funding provided by:





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Projects Director Project Coordinator
Transportation Options / Ontario By Bike





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





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

- 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







Ontario By Bike - Transportation Options Program Update

Marketing & Promotions

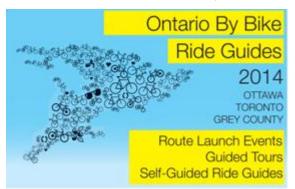
Web stats – showing continued growth
 May 1 to May 31, 2014 compared to 2013

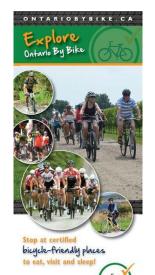
Top cities viewing: Toronto, Ottawa, Mississauga, Hamilton, Montreal, London, Markham

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





44.98%

18 061 vs 12 458



Pageviews

47.65%

34.253 vs 23.198

Users

44.49%

15.375 vs 10.641

 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





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
Place Visited in Ontario (Person Visits)		
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 numbersMore information required

Moving Forward ...

Share your researchOperators assist with trackingSuggest other info sources

Ontario By Bike Industry Partnership Advisory Committee – General Discussion

Comment On

- Partnership objectives <u>www.transportationoptions.org/obbip</u>
- Regional representation
- Governance structure
- Moving forward



Fall 2014 - Individual representative consultation

Other Business









Thank you for joining us!

Ontario By Bike
Industry Partnership
Advisory Committee
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Project funding provided by:



Also see contact sheet for Advisory Committee participants

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