



Ontario By Bike Industry Partnership Advisory Committee Web Conference

November 22, 2018

www.transportationoptions.org/obbip

*T*ransportation
*O*ptions

Web Conference Agenda:

1. Welcome and Introductions

- OBBIP & AC Recap

2. Ontario By Bike Update

- Marketing and Promotions
- Research, Conference, Strategic Plan

3. Regional and Organization Updates

- Advisory Committee participants' program and projects roundtable

4. Strategic Priorities for Sector: Discussion

5. Other Business / Meeting Summary



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018**





1. Recap: Ontario By Bike Industry Partnership Advisory Committee

www.transportationoptions.org/obbip

Goal

- To make Ontario a top cycle tourism destination in North America
- Aligns well with MTCS Tour By Bike goals and objectives

Objectives

- Development of a strategy for cycle tourism in Ontario
- Providing a core information hub for cycle tourism in Ontario
- Cycle tourism destination and product development in Ontario

About

- Informal committee, governance structure guidelines available online
- Meets biannually on web conference, started in 2012
- Last meeting February 2018

OBBIP Advisory Committee Participants

- A range of representatives from across the Province



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018**



OBBIP Advisory Committee

Regional & Organization Cycle Tourism Updates

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

What's new in cycle tourism in your region? Bigger picture

2018



2019

Windsor Eats – Adriano Ciotoli (RTO1)
Haldimand-Norfolk Health Unit – Michele Crowley (RTO1)
Venture Niagara – Sue Morin (RTO2)
Hamilton Halton Brant – Brent Kinnard (RTO3)
City of Hamilton - Brenda Branch (RTO3)
Huron – Bob Payne (RTO4)
Waterloo Tourism / Region – Alison Rath & Kevan Marshall (RTO4)
City of Toronto – Jen Hyland (RTO5)
York Region – Shawn Smith (RTO6)
Durham Region – Lori Talling (RTO6)
Tourism Simcoe County – Brendan Matheson (RTO7)
Northumberland Tourism – Cori Arthur (RTO8)
Brockville Tourism – Katherine Hobbs (RTO9)
Prince Edward County – Karen Palmer (RTO9)
Ottawa Tourism – Kelly Hausser & Cloe Drouin (RTO10)
County of Haliburton – Amanda Virtanen (RTO11)

Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)
Explorers' Edge – Erin Smit (RTO12)
Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)
Lake Huron North Shore Cycling Route – Michael Wozny (RTO13b)
City of Thunder Bay – John Cameron & Nicki Schiewe (RTO13c)

Cross Provincial

Share the Road Cycling Coalition – Jamie Stuckless
Waterfront Regeneration Trust – Marlaine Koheler
Ontario Trails - Patrick Connor

Periodic / Special Advisor

Ministry of Transportation – Dawn Striffler
Ministry of Tourism Culture & Sport – Kim Johnson
Destination Ontario / OTMPC - Steve Bruno

Louisa Mursell, Executive Director, Transportation Options
Michael McCreesh, Project Manager, Transportation Options / Ontario By Bike
Transportation Options Board of Directors Representative/s



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018**





2. Ontario By Bike - Transportation Options: Status Update

Ontario By Bike Network - www.OntarioByBike.ca

- Most regions now participating - 39 in total
- 1,510 + business and locations certified as bicycle-friendly
- 77 workshops and 2,250 workshop attendees
- 2019 & 2018 renewal partners

Marketing & Promotions

- **Digital Marketing Campaign:** Spring 2018 campaign promoting MTL Bike Show, cycling in Ontario Spring & Summer 2018, drove significant traffic to site through Google & Facebook ads. Summer campaign halted due to Provincial spending freeze, potential for 2019 restart.
- **Webstats:** 575k page views, 220k users – year to date
- **Fall / Winter Events:** A number attended in Fall. February includes Montreal/Toronto Bicycle Shows and Toronto Outdoor Adventure Show
- **Ontario By Bike Rides:** 4 weekend tours in 2018. 2019 schedule out in February. Case studies and economic impact on research page
- **Cycling Jerseys:** New & available at shows/events & on rides



Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018





Ontario By Bike - Transportation Options Status Updates



2019 Marketing Partnerships

- **Cycling in Ontario / Le vélo en Ontario Guide**
 - All 40,000 copies of 2018 distributed early
 - 2019 sales complete with many new and past partners participating
 - New print & digital version available end of February
 - Need partners news for editorial and photos for consideration
- **Event Partnerships:** Ontario & Quebec Shows
- **Digital Partnerships:** Limited space still available for digital ads on w content partnerships

Research

- Number of new primary and secondary research reports available:
Best Practices Research for Businesses (Int'l)
- More primary research coming Winter 2019
- www.TransportationOptions.org/Research



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018**



Ontario By Bike - Transportation Options

Status Updates



Destination Bike:

Cycle Tourism Conference Canada 2019

- Save the Date – March 1, Toronto
- Key Pillars: Developing - Marketing – Serving - Measuring
- International, Canada & Ontario speakers – Submit proposals or share suggestions
- Sponsorship opportunities available
- More announcements & registration to open in December

www.OntarioByBike.ca/CTC19



Ontario By Bike Strategic Plan 2019 – 2021

Strategic directions and tactical actions to:

- Enhance digital and print marketing and communications promoting cycle tourism
- Further develop Ontario's cycle tourism product and bicycle friendly destinations
- Support the sector by completing cycle tourism research
- Develop additional industry partnerships, communications and further advocacy efforts supporting cycle tourism
- Overview at www.OntarioByBike.ca/Strategicplan



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018**



OBBIP Advisory Committee

Regional & Organization Cycle Tourism Updates

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

What's new in cycle tourism in your region? Bigger picture

2018



2019

Windsor Eats – Adriano Ciotoli (RTO1)
Haldimand-Norfolk Health Unit – Michele Crowley (RTO1)
Venture Niagara – Sue Morin (RTO2)
Hamilton Halton Brant – Brent Kinnard (RTO3)
City of Hamilton - Brenda Branch (RTO3)
Huron – Bob Payne (RTO4)
Waterloo Tourism / Region – Alison Rath & Kevan Marshall (RTO4)
City of Toronto – Jen Hyland (RTO5)
York Region – Shawn Smith (RTO6)
Durham Region – Lori Talling (RTO6)
Tourism Simcoe County – Brendan Matheson (RTO7)
Northumberland Tourism – Cori Arthur (RTO8)
Brockville Tourism – Katherine Hobbs (RTO9)
Prince Edward County – Karen Palmer (RTO9)
Ottawa Tourism – Kelly Hausser & Cloe Drouin (RTO10)
County of Haliburton – Amanda Virtanen (RTO11)

Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)
Explorers' Edge – Erin Smit (RTO12)
Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)
Lake Huron North Shore Cycling Route – Michael Wozny (RTO13b)
City of Thunder Bay – John Cameron & Nicki Schiewe (RTO13c)

Cross Provincial

Share the Road Cycling Coalition – Jamie Stuckless
Waterfront Regeneration Trust – Marlaine Koheler
Ontario Trails - Patrick Connor

Periodic / Special Advisor

Ministry of Transportation – Dawn Striffler
Ministry of Tourism Culture & Sport – Kim Johnson
Destination Ontario / OTMPC - Steve Bruno

Louisa Mursell, Executive Director, Transportation Options
Michael McCreesh, Project Manager, Transportation Options / Ontario By Bike
Transportation Options Board of Directors Representative/s



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018**





Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

Looking Ahead

4. Strategic Priorities for Sector: Discussion

- New government

5. Other Business / Meeting Summary

- Meeting notes will be shared with all
- Next web conference



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 22, 2018**





*Thank you for
joining us!*

**Ontario By Bike
Industry Partnership
Advisory Committee
Web Conference
November 22, 2018**

www.transportationoptions.org/obbip

*T*ransportation
*O*ptions

Contact Info:

Louisa Mursell, Executive Director, Transportation Options
lmursell@transportationoptions.org

Michael McCreesh, Project Manager, Ontario By Bike
mmcreech@transportationoptions.org

Telephone - 416-827-2774 / 1-866-701-2774

Also see contact sheet for
Advisory Committee participants