



Advisory Committee

Minutes of Discussion Section During Web Conference Thursday, November 23, 2022, 3:00pm - 4:30 pm

On-Line / In Attendance: Tourism Windsor Essex Pelee Island, Lionel Kernerman; Tourism Oxford, Emily Van Stratten; City of Brantford, Amber Kane; Halton Region, Stephanie Mazhari and Greg Drozdiuk; Region of Waterloo, Kevan Marshall; Explore Waterloo Region, Susan Cook-Scheerer; City of Toronto, Sonya De Vellis; York Region, Anson Wong; – Durham Region, Danielle Culp; Simcoe County, Brendan Matheson; Grey County, Steve Furness; Ottawa Tourism, Julia Thomson; Discovery Routes, April McClellan; Ontario Trails Council, Patrick Connor; Ministry of Transportation, Kyle Perdue; Ministry of Tourism, Culture and Sport, Caitlin Vernon; Destination Ontario, Claude Aumont.

Regrets: Venture Niagara, Sue Morin; Northumberland Tourism, Diane Murenbeeld; Visit the County, Eleanor Cook; Tourism Thunder Bay, John Cameron.

Ontario By Bike/Transportation Options: Louisa Mursell (Meeting Chair), Peter McMurtry (Meeting Admin)

Note: RTO (Regional Tourism Organization) number is used for geographic location reference points only, unless otherwise stated. For more information on these geographical boundaries visit: www.mtc.gov.on.ca/en/regions/regions.shtml

For a link to meeting minutes, recording and slides plus additional information on past meetings and the partnership visit: www.transportationoptions.org/obbip

REGIONAL UPDATES

Tourism Windsor Essex Pelee Island (RTO1) – Lionel Kernerman

- Tourism Windsor Essex Pelee Island is delighted to have 63 businesses as being bike-friendly certified in our destination. For next year, we will look to our partnership with Ontario By Bike. We may also engage with an influencer, and have invested in some photo and video content for organic social media creative. The digital version of our Cycle Tourism Map would get updated with new partners. We have to determine, based on budget, if we entertain a print version or keep it as just digital with a lure piece.
- The City of Windsor is further developing key infrastructural routes which connect cyclists to main arteries. They are working on a new bike policy for events and parking. With the new Gordie Howe International Bridge, developing cross-border tourism with vital connecting trails is key. Local districts are also looking at creating themes which welcome cyclists.
- There are ongoing discussions to convert the abandoned Canada Southern Railway Company (CASO) rail line into an off-road multi-use path (or greenway) which begins just outside Windsor, passes through the municipalities of Tecumseh, Essex, and Lakeshore and connects with an existing greenway in Chatham-Kent. It would also connect the existing Chrysler Canada greenway, the Cypher Systems greenway, the Leamington Comber greenway, and the Trans Canada Trail in Chatham-Kent.
- The County of Essex invested about \$5 million into its County Wide Active Transportation System in 2022, including a multi-use pathway and more than 11 km in new paved shoulder projects. The finishing touches are being put on the updated CWATS Master Plan, which will be presented for discussion and Council approval in the near future. Ultimately, the County Wide Active Transportation System will include about 800 km of active transportation corridors linking the seven local municipalities of Essex County.
- WindsorEats is focused on initiatives and programming that will get them back to pre-covid numbers for tours and hoping that 2023 is an improvement. Two stellar opportunities returning are Wine Trail Rides and Friday Night Lights.
- Bike Windsor Essex continues to provide advocacy in building a safer, more inclusive biking destination. Please click [here](#) for a summary of their more recent initiatives.

Tourism Oxford (RTO1) – Emily van Stratten

- New in role, excited to make progress on projects with Carly and Meredith
- Emily is an active cyclist and excited to attend meeting.

City of Brantford/Tourism Brantford (RTO3) – Amber Kane

- Grand River Loop signs are up on trails
 - o Partnership with RTO3, regional tourism
 - o Road signs going up in spring
- Regionally
 - o Not too much has changed
 - o Ontario By Bike Tour came through in September
 - o Encouraging product development with cycle focused outfitters, increase package opportunities
- City of Brantford – new city council
 - o Have active transportation and supporting cycling as a priority

Halton Region (RTO3) – Stephanie Mazhari

- Working with consultants and community to review bike routes (existing 8 routes)

- Engaging community of cyclists to evaluate routes and tweaking the routes, try to ensure the routes are family friendly
- Updating marketing materials
 - Printed maps, other materials
- Updates expected to be completed by summer

Explore Waterloo Region (RTO4) - Susan Cook-Scheerer

- This past year Explore Waterloo Region has worked on product development for key pillars, including cycling
 - Looking at different products that they're hoping to launch in 2023
 - Developing cycling itineraries, working with members
- 2022 big focus on growing bicycle friendly businesses, 2023 will be even bigger push
- St. Jacobs has gone "all in" on being bicycle friendly – installing bike racks, increasing bicycle friendly businesses
 - BT700 Grand Depart turned into a weekend event, showcased the town as bike friendly

Waterloo Region (RTO4) – Kevan Marshall

- Successfully opened trail connecting light rail line to St. Jacob's farmers' market
 - Trail adjacent to rail line
 - This will serve as new realigned Trans Canada Trail
- Major project – to be completed early 2023
 - 4m wide multi-use path, connecting right to downtown transit hub
 - Spur Line trail will also feed into the site
- Launching bike share and e-scooter share in early 2023 that will include Kitchener, Cambridge, Waterloo

City of Toronto (RTO5) – Sonya De Vellis (written updates provided)

- Cycle tracks were extended on heavily-used routes such as Danforth Avenue, University Avenue and The Esplanade. Also included were decorative curb extensions on Danforth Avenue and University Avenue to reduce vehicle turning speeds at corners, and ZICLA platforms on The Esplanade to provide accessible loading spaces at bus stops.
- Cycling and Pedestrian Projects organized two accessibility-focused site visits, involving people with low-to-no vision or those using mobility aids, in the York University area in June 2022. The goal of the site visits was to receive feedback from participants about their level of comfort and safety when navigating accessibility features of the York University Cycling Connections project (such as directional tactile walking surface indicators at trail entrances, and Toronto's first floating bus platform and protected intersection), which will be used to inform future designs.
- Several Neighbourhood Greenway Cycling routes were installed on quiet, residential streets during July and August, which included contra-flow bike lanes, shared lane markings, traffic calming measures, and a diagonal diverter and cycling-only block. This included the first phases of the Bartlett-Havelock-Gladstone Cycling Connections and Palmerston-Tecumseth Cycling Connections project, and the remainder of the Woodfield Road-Monarch Park Avenue Project. These greenways provide alternative cycling routes to parallel busy arterial roads without bikeways.
- Several wayfinding routes were added to Toronto's cycling network to guide people cycling between trail systems and protected bikeways on quiet, residential streets using wayfinding signage and shared lane markings.
- The second phase of the Bike Lane & Road Safety Upgrades on Davenport Road from Bedford Road to Bay Street project was completed in October, which included upgrading existing bike lanes to cycle tracks by adding concrete curbs and flexible posts in the painted buffer. The cycle tracks now connect to the first phase of upgrades that extend east to Yonge Street, and connect to the ActiveTO Midtown Complete Street Pilot.

York Region (RTO6) – Anson Wong

- Consultant worked on feasibility for South York Greenway – 50km trail spanning east-west limits of York Region.
- Feasibility study to be published early 2023
- Moving key segments into detailed design, completion and construction 2024
- Rolling out large number of Eco-counters (30) – try to increase data collection to get better idea of commuter and recreational trails

Durham Region (RTO6) – Danielle Culp

- In Spring 2023 – partnering with Lake Ridge Health charity foundation on new event
- Funding to progress on Wayfinding and Signage strategy
- Advancing bike parking strategy
- Updating mapping – bringing maps and key functions from Regional Cycling Plan, but making it more interactive
- Working with consultant on visioning of Durham Meadoway – 27km linear pathway – help stitch together and enjoy less desirable lands (hydro corridor)
- Bike rack rollout – novel style bike racks, create functional art and make people excited, helping implement these with municipalities. Already one installed at Region HQ.

Simcoe County Tourism/Cycle Simcoe (RTO7) - Brendan Matheson

- Ran annual Simcoe County Loop Trail t-shirt campaign
 - o Initially did this organically
 - o Mailed out over 300 t-shirts in 2022 – colour changes every year, people love it
- Received \$100,000 from tourism relief for trail hub equipment
 - o Bought outdoor repair stations, benches, trail hub gear
 - o Hiring public artists
- Launched Great Lakes Waterfront Trail
 - o Fully signed, mapped
- Great Waterfront Trail Adventure – great success, hosted in Simcoe County
 - o Simcoe wants to promote this as a multi-day tour
- Multi-day tours a focus, increase accommodation stays
 - o Partnering with Bruce County and Grey County
- Annual cycle tourism survey – goal of determining overnight stays, to get an idea of who's visiting
 - o 2021 – calculated over 1,500 overnight stays from cycle tourists

Grey County Tourism (RTO7) – Steve Furness

- Putting up lots of signage
- Getting pushback from member municipalities on the need for having liability insurance
- Would like to hear from other regions with insight

Visit the County, Prince Edward County (RTO9) – Eleanor Cook (could not attend, written updates submitted)

- Brand new DMO for Prince Edward County called Visit the County that will include cycle tourism as part of their mission, vision, goals www.visitthecounty.com/about/

Ottawa Tourism – Julia Thomson

- Not too many updates on cycle tourism
- Interesting infrastructure opening in 2023
 - o Westboro beach right along Ottawa River, this will have volleyball courts, places to eat, washrooms, along popular bike route
 - o Along where NCC closes roads for NCC Bike Days

- Kiwekì Point (formerly Nepean Point) – to reopen for summer 2023 – just behind National Gallery, will be redone with new amphitheatre, pedestrian bridge, right next to cycling infrastructure
- E-scooters
 - o Pilot program ran for last couple years
 - o Successful, businesses rented out e-scooters
 - o No bike share, just e-scooters
- Chief William Commanda new pedestrian and cycling bridge completed

Discovery Routes (RTO13a) – April McClellan

- Discovery Routes Trails Organization located in North Bay for those not familiar
- Last few routes leading development on Voyageur Cycling Route from Ottawa to Sudbury
- 2022 Summer – 8 themed itineraries/experiences
 - o Recently launched the Old Ghost Road - Amalguin, gravel route
- Launched new website – discoveryroutes.ca
- New paved shoulders near Asterville
- 31km paved shoulders along Hwy 64 between Sturgeon Falls and part way to Sudbury, part of experience “Vive Le Nord”
- Ghost Gravel – Old Nipissing Ghost Road – 150km gravel event, helped support event
- Hosted series of 2022 events in North Bay, Canadian Nationals
- Coming soon new version of Adventure Trails map – expanding to cover Voyageur Cycling Routes
- Recycle Bikes Program – 7th annual program, took in 766 bikes, refurbish and redistribute to community

CROSS PROVINCIAL UPDATES

Ontario Trails Council - Patrick Connor

- Exciting to hear about all developments, new trails, new signs
- A lot of work has been done to develop infrastructure and securing funds
- Organizes Risk Management committee that is active
 - o Shared with members trail classification document
 - o Signage classification
 - o Help to promote trails without liability concerns
- Working with St. Lawrence Parks Commission
 - o Signage safety project
- Involved with Brock University, City of Hamilton, Niagara Parks Committee
- Working with Black Sheep Mountain Bike Club, Sault Ste. Marie
- Wide variety of activities
- Helped group in Hastings County secure tourism relief fund
- It would be useful to have a list of what trails and routes have been funded/improved by Fed Dev
- Ontario By Bike/Transportation Options suggests coordinating a list through RTOs that will show Fed Dev, Tourism Relief funds, directed to trails and infrastructure improvement projects in all regions around Ontario.

Ministry of Transportation (MTO) - Kyle Perdue

- No updates

Destination Ontario – Claude Aumont

- Successful event with Emily Batty in North Bay



- Project with Sault Ste. Marie with PinkBike.com
- Lisa McKenzie is away for 3-4 month
- Consumer show partnerships

ONTARIO BY BIKE UPDATES

Also see slide deck at - www.transportationoptions.org/obbip-ac-nov-23-2022.html

Ontario By Bike Updates - 2022 review and 2023 programs and marketing activities

- Strong demand for Cycling in Ontario Guide 2022, maintaining distribution levels and expanding distribution points. Print sales for 2023 edition closed November 18th, but digital remains open until all spots filled
- Strong interest in Ontario By Bike website, newsletter, and social media channels
- Return to in-person shows, engaging and reaching thousands of cyclists at events/shows
- Successful season of Ontario By Bike Rides, rides sold out very quickly with destinations including Essex Windsor Loop; Uxbridge Kawarthas Rail Trail; Lanark Trail Tour; Hamilton Brantford Port Dover Trail Ride.

Other Ontario By Bike Info & Activities

- 12 webinars/280 participants, 2 in-person workshops with 45 attendees, many new businesses certified as bicycle friendly
- Worked with Destination partners on renewals
- Expanded to new region Guelph & Wellington County, program expansion in Toronto
- Published sector research report: [Ontario Cycle Tourism & Cycling Activity Report 2021/2022](#)
- Completed a number of consulting projects for destinations around Ontario
- Lots ahead for 2023, events, 2022 Destination Partner Renewals, marketing

Cycle Tourism Conference 2023

- Ontario By Bike/Transportation Options hosting conference on March 2, 2023, in Toronto
- www.ontarobybike.ca/ctc23
- 5th edition of conference, full day event, Canada's only Cycle Tourism Conference
- Canadian and international speakers, featuring latest trends and opportunities for one of fastest growing tourism sectors in Canada
- Pre-program info online now, registration details to come, conference sponsorships available

OBBIP AC Meeting – November 23, 2022

WEB POLL RESULTS AND DISCUSSION - Cycle Tourism Conference 2023

Cycle Tourism Conference Canada is scheduled for March 2, 2023 at Centennial College Event Centre, Toronto.

Learn from and join the conversations and discussions with keynote presentations and concurrent sessions from Canadian and international speakers that will feature the latest trends and opportunities relating to one of the fastest growing tourism sectors in Canada, and worldwide: cycle tourism.

www.ontarobybike.ca/ctc23



Web Poll Questions:

- 1. What would you like to learn more about to assist with your efforts in developing, marketing, servicing, measuring cycle tourism?**
- 2. Do you have any specific ideas on speakers, organizations or businesses, you suggest we reach out for the conference?**

Responses/Discussion:

- Julia Thomson, Ottawa Tourism - Market research, research on different market segments
- April McClellan, from Discovery Routes - Types of cycling events that come to areas – cycling events, day events, cycling tours, what are the most effective events to draw people to your area
- Also submitted in advance: Lori Newton, Bike Windsor Essex – Bike transportation on trains, VIA Rail plans to restart with new fleet coming soon