



Advisory Committee

Minutes of Discussion Section During Web Conference Monday, February 9, 2015, 10:00am–11:00am

On-Line / In Attendance: Norfolk County & Haldimand County (RTO1) Andrea Killian & Mark Boerkamp, Long Point Biosphere Reserve and Norfolk County; Niagara (RTO2) Sue Morin & Karin Whittingham, Venture Niagara; Toronto (RTO5) Christina Bouchard, City of Toronto; Region of Peel (RTO6) Erica Duque; The Hills of Headwaters Tourism Association (RTO6) Michele Harris; Simcoe County (RTO7) Brendan Matheson, Cycle Simcoe; Northumberland County (RTO8) Cori Arthur, Northumberland Tourism; Southeastern Ontario (RTO9) Alan Medcalf, Brockville Cycles; Ottawa (RTO10) Megan Peckford, Ottawa Tourism; Haliburton, Kawartha, Pine Ridge (HKPR) District Health Unit, (RTO11) Sue Shikaze; North Bay and Area (RTO13a) Jennifer McCourt & Hannah Wolfram, Discovery Routes Trails Organization; Share the Road, Jamie Stuckless.

Transportation Options: Louisa Mursell (Meeting Chair), Michael McCreesh (Meeting Admin), Vincent de Tourdonnet (Transportation Options Board Member – Vice Chair)

Provided Updates by Email: Hamilton (RTO3) Daryl Bender, City of Hamilton; Waterloo/Cambridge (RTO4) Don Pavey, Tour de Cambridge; Manitoulin Island (RTO13a) Maja Mielonen, MICA; Almonte and Mississippi Mills (RTO11) Jeff Mills, Riding in Mississippi Mills (RIMM); Waterfront Regeneration Trust, Marlaine Koehler; Ministry of Transportation, Michael Canzi.

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

Norfolk County & Haldimand County (RTO1) – Andrea Killian & Mark Boerkamp - Long Point World Biosphere Reserve and Norfolk County

- In November 2014, hosted a tourism workshop titled – Two-Wheeled Tourists – focusing on the cyclist and motorcyclist markets, as they share similar characteristics. Link to workshop presentations and videos- www.norfolktourism.ca/partner-benefits/two-wheel-workshop-report.
- Speakers included Bicycle Tourism Bloggers – Paths Less Pedalled, Event Organizers - Tour de Norfolk, Louisa Mursell – Ontario By Bike; and feedback from various businesses engaging with cyclists/motorcyclists.



- Velo Quebec's The Grand Tour brought 2,000 cyclists to Norfolk County and community was pleased and hopeful that these riders will return.

Niagara (RTO2) - Sue Morin & Karin - Venture Niagara

- Velo Quebec's The Grand Tour visited Niagara this summer – Impressed by the overall spending of these visitors and notes difference in economic impact of cycling tours vs. cycling races.
- Funding allowed for employment of cycle tourism coordinator. Activities included:
 - Overall objective to create a consistent cycling experience for the Niagara.
 - Environmental scan and gap analysis of cycling in Niagara.
 - Led to research of cyclists (120 surveyed) and cycle tourism destinations (6 international destinations) and eventually culminating into the launch of the new bilingual www.cyclinginniagara.bike / and a new cycling video featuring all municipalities in Niagara - vimeo.com/117364978.
 - Hosting with Niagara Region, an Active Transportation Summit on March 4th and 5th, 2015 – [RSVP LINK HERE](#).
 - Additional funding secured to launch Niagara Cycle Tourism Centre – with aim to be resource for consumers and work with businesses and business districts to improve cycling product.

City of Hamilton, (RTO3) Daryl Bender

- Hamilton Social Bicycles (SoBi) has launched in a trial stage, with full roll-out this spring.
 - About 200 of the full fleet (700 bicycles) are now on the street.
- Hamilton is about to re-print the 2015 edition of the Bike Routes, Trails & Parks map (40,000 distributed annually). Map is edited & reprinted biannually.
- A Trail Council is formalizing as an organization in the Hamilton-Burlington area to advance infrastructure and information.

City of Toronto (RTO5) Christina Bouchard

- New investment in trail network started, including installing new bridges and signals helping to connect current network.
- Portions of existing trail network will be reframed as the Pan-Am Path. A signed trail through the city of Toronto.
- Pan-Am Path will include a variety of art installations and cultural programming and will be marketed and promoted as a tourist attraction.
- 100,000 Toronto Cycling Maps to be printed in 2015 - will include new cycle tracks.
- Bike Share Program has been brought under Green "P" Parking. Bike share is an important asset for tourists.
- New pilot project – City cycling way-finding program to launch in 2015.

Region of Peel (RTO6) Erika Duque

- WalkandRollPeel.ca Map has been updated with new trails.
- Fall 2014 – New online tool allows users to determine ride distances between local schools and their homes.
- Preparing for Bike Month in June with a number of local cycling rides including 2nd annual 'Bike The Creek Ride', along the Etobicoke Creek Trail.



Hills of Headwaters Tourism Association (RTO6) Michelle Harris

- DMO has identified cycling as an important component of soft adventure product mix – To be one of 2015/16 priorities.
- Central Counties (RTO6) has identified cycling as a possible pan-regional experience – will look to region for direction.
- New Partnership between conservation authorities - Toronto Region Conservation Authority and Credit Valley Conservation Authority will begin programming and infrastructure amalgamation, where there is jurisdiction overlap (within the Hills of Headwaters area).

Simcoe County (RTO7) Brendan Matheson, Cycle Simcoe

- A year and half after launch, Cycle Simcoe has expanded to now include over 10 municipalities.
- Developing 3 cycling route maps for the March Toronto International Bicycle Show – including South Georgian Bay, Heart of Georgian Bay (Midland/ Penetanguishene and Lake County (Oro-Medonte/Severn).
- Working with RTO7 to install directional way-finding signage along all designated routes and purchasing Share the Road signs.

Northumberland County (RTO8) Cori Arthur, Northumberland Tourism

- County Transportation Department is exploring the need for a Transportation Master Plan and is currently at public consultation/feedback stage.
- As per 2012 Cycling Master Plan – 5 looped routes will be signed this spring (signage installation already underway).
- Will be present at 2015 Outdoor Adventure Show.
- Reprint of Outdoor Adventure Map updated and inclusive of Greenbelt Route.

South Eastern Ontario (RTO9) Alan Medcalf, Brockville Cycles

- The St. Lawrence Recreational Trail, running 37 km, a newly re-paved off-road trail between Gananoque and Brockville that parallels 1000 Islands Parkway, has been completely upgraded and is now open.
- Brockville Trails Committee has secured funding for a section of the Lake Ontario Waterfront Trail, along the Brockville downtown waterfront core that has been closed for several years (to open in Spring).
- Expansion and construction on a variety of projects, including off-road routes that aim to pull cycle tourist traffic off the Waterfront Trail into the parts of the downtown core.
- Cycling Committee – In design stage of a cycling network that will augment the current off-road network with a vision for family friendly routes that will draw tourists off the Waterfront Trail into downtown, as well as offering residents' access through the downtown core to the Waterfront (and Waterfront Trail).

Ottawa (RTO10) Megan Peckford, Ottawa Tourism

- Past 6 months have begun working with Tourism Prescott-Russell on cross-promotion at events to promote cycling throughout RTO10.
- Collaborating with City of Ottawa, City of Gatineau, Outaouais Tourism and NCC on a new cycling map to be released in Spring 2015. Ontario By Bike and certified bicycle-friendly businesses/locations will be featured on new map.
- New local cycling businesses launching in 2015.



Haliburton (RTO11) Sue Shikaze, Haliburton, Kawartha, Pine Ridge (HKPR) District Health Unit

- Updating cycling map for 2015 cycling season, funding support from local tourism office.
- Summer 2015 - Working with local chamber of commerce to conduct consumer surveys of visitors including the local economic impact and travel behaviours of cyclists in the County.

Almonte and Mississippi Mills (RTO11) Jeff Mills, Riding in Mississippi Mills (RIMM)

- Working with Lanark County Tourism Association on a bilingual cycling map.
- In spring 2014, produced a cycling map for Mississippi Mills (also bilingual).
- Building on the success from last year's first annual Eastern Ontario Active Transportation Summit held in Almonte last May, the second annual Eastern Ontario Active Transportation Summit will be held in Renfrew County May 28 and 29.
- Mississippi Mills Bicycle Month (June) is now in the planning stages for 2015.

North Bay and Area (RTO13a) Jennifer McCourt, Discovery Routes Trails Organization

- Discovery Routes has hired a Bicycle Tourism intern.
- Currently seeking funding to develop feasibility study for the "Voyager Cycling Route", from Ottawa Valley through Mattawa, North Bay to Sudbury. North Bay to Sudbury section of this route will follow along the Trans Canada Trail. Route will incorporate 12 host communities. Collaborating with MTO on sections of route (HWY17).
- Cycling Advocates of Nipissing, an advocacy network created and will work closely with Share The Road advocacy group to create local cycling groups, events and support local active transportation issues.
- Ontario By Bike Workshop in May with potential for further workshops.

Manitoulin Island (RTO13a) Maja Mielonen, MICA

- MICA's 5th Manitoulin Passage Ride will highlight the Georgian Bay Cycle Route GBCyR within Manitoulin.
- Discussing funding for way-finding signage together with point of interests, building on the success of printed map that has sold over 6500 copies.
- Over 25% increase year-on-year (over 5200) of bicycles counted on the ferry, M.S. Chicheemaun in 2014.
- MICA will be attending the Toronto International Bicycle Show in March for the 2nd year.
- Lobby efforts for paved shoulders on Hwy 551 between Mindemoya and M'Chigeeng are being started in 2015. 6th Manitoulin Passage Ride 2016 will celebrate this new infrastructure.

CROSS PROVINCIAL UPDATES

Waterfront Regeneration Trust, Marlaine Koehler

- Waterfront Trail extension into Lambton County and Pelee Island. Signage up in spring.
- Speaking with Parry Sound Active Transportation about the Georgian Bay Cycle Route, including meetings with Simcoe, Grey and Bruce Counties.
 - MTO is improving HWY 17B (20 km through Garden River) and it is considered a pilot project for improvements related to cycling (re: paved shoulders).
 - Still awaiting results from MTO Field Assessment for other sections of HWY 17.
- Waterfront Regeneration Trust excited about launch of The Greenbelt Route- August 16 to 21, 2015 – A Great Waterfront Trail Adventure Special Edition.

Share the Road, Jamie Stuckless

- 7th Annual Ontario Bike Summit will be hosted by Share The Road on March 31/April 1 in Toronto.
- Program agenda will include cycle tourism, infrastructure, education, awareness and outreach, as well as other cycle-related issues in Ontario.
- Weblink – [Ontario Bike Summit 2015](#).

Ontario Trails Council, Patrick Connor

- Province is pursuing Ontario Trails Act. Will cover liability, infrastructure, and other operational issues specifically at the intersection of trails and roads.
- Trailhead Ontario Conference (www.trailheadontario.com) is returning on June 7-10, 2015: Hosted by McMaster University, Hamilton Burlington Trails Council and other stakeholders and will look at three streams; trail economy, services & marketing and branding.
- Provincial Trail Council is active in regional trail programs, emphasizing 'accessibility', which is becoming the benchmark in trail development.
- Enabling Change Project – Webinars available promoting accessible websites for trails organizations in Ontario.
- Working with University of Waterloo on research report: "What makes regional trails councils work?"
- Encouraging the use of 'Trail Count Program' – QR Codes that allows users to provide feedback on trail conditions.

Ministry of Transportation, Michael Canzi

- Municipal cycling infrastructure (Item #2.1 in Action Plan 1.0, for which a \$10 million budget was announced in April 2014.) – MTO finalizing program design based on input received during consultations and expects to launch in spring 2015.
- Provincial cycling infrastructure (Item #2.1 in Action Plan 1.0., for which a \$15 million budget was announced in April 2014.) - Discussions are ongoing within the ministry about where on provincial highways to invest in cycling infrastructure.
- Province-wide network of cycling routes (Items #2.2 and 5.1 in Action Plan 1.0.) – MTO plans to select a consultant through a competitive process to lead this multi-year project.

Windsor Essex & Pelee Island (RTO1) (updated by Transportation Options)

- Development of a new cycling itinerary Windsor Kingsville Essex County Tour, featuring the Waterfront Trail and Chrysler Canada Greenway, to be available at www.ontariosouthwest.com/cycling.

Waterloo/Cambridge (RTO4) Don Pavey Tour de Grand (updated by Transportation Options)

- Tour de Grand will run again 2015 on June 14. Event draws 2,000+ cyclists.

Durham Region (RTO6) (updated by Transportation Options)

- 2015 reprint of Durham Cycle Tours Map
- Elevation 2015 – Unique cycling conference and event in August dedicated to road cyclists.

Ontario By Bike Network / Transportation Options, Louisa Mursell

- Also see slide deck at www.transportationoptions.org/obbip-ac-feb-9-2015
- **Advisory Committee Governance Structure Updates**
 - Recognize the value of Advisory Committee, therefore aiming to more clearly define the OBBIP and associated committee.
 - Minimal updates to objectives and activities, from those set in 2010.
 - Updates based on recent stakeholder consultations in which 18 Advisory Committee contacts participated. Additional activities suggested:
 - Advocate for additional investment and play a part in government relations.
 - Initiate and commission research and market studies.
 - Useful for new participants as contains structure, roles, responsibilities, guidelines.
 - Additions include info on attendance, sharing role, contribution and dissemination of information at meetings and in lieu of attending meetings.
 - Document available at: www.transportationoptions.org/obbip.
- **Ontario Cycle Tourism Sector Report Updates**
 - Report publish date late February 2015.
 - Will be made available directly by notification to OBBIP AC and also public on-line. To be posted at: www.transportationoptions.org/research.
 - 35+ documented sources of information, plus businesses and partners.
 - New primary research by Transportation Options, RMCG, Ryerson University.
 - 8 sections highlighting activity related to cycle tourism sector in Ontario.
 - Ontario Cycle Tourists; Marketing & Communications; Cycle Tourism Impact on Businesses; Bike Retail & Accessory Sales; Ontario Cycling Events; Bike Transportation; Bike Share Program; Cycling Infrastructure & Facilities.
- **Marketing and Promotions**
 - Ontario By Bike Network: now has 28 regions participating, close to 1000 business locations currently registered under the program. 52 workshops have been held with 1,510 workshop attendees.
 - New regions and workshops held fall 2014 included: Parry Sound District & Ottawa
 - New Regions in 2015 include Ontario's South West: Sarnia-Lambton, London & North Bay.
 - Ontario By Bike Rides – Announcement of new recreational cycling tours to be hosted by Ontario By Bike in 2015.
 - Web stats – strong growth in 2014. New website design in 2015.
 - Event participation at variety of consumer shows & cycling events in 2015.
 - 2015 Cycling in Ontario / Le vélo en l'Ontario Guide – 24-page full colour publication,



produced for 3rd year in a row. 35,000 copies to be printed (25,000 in English and 10,000 in French) and distributed in Ontario and Quebec.

- Online now at www.ontariobybike.ca/2015.

Meeting hosted by and minutes prepared by:

*T*ransportation
*O*ptions

For more information on web conference, advisory committee or the Ontario By Bike Industry Partnership please contact:
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