



# Advisory Committee

## Minutes of Discussion Section During Web Conference Monday, February 12, 2018, 2:30pm–4:00pm

**On-Line / In Attendance:** Haldimand Norfolk (RTO1), Michele Crowley, Haldimand-Norfolk Health Unit; Niagara (RTO2), Sue Morin, Venture Niagara; Hamilton Halton Brant (RTO3), Daryl Bender, City of Hamilton; Huron County (RTO4) Bob Payne; Huron, Perth, Waterloo, Wellington (RTO4) Shelia Scott, Waterloo Regional Tourism Marketing Corporation & Kevan Marshall, Region of Waterloo; Greater Toronto Area (RTO5), Jen Hyland and Adam Sweanor, City of Toronto; York Region (RTO6), Shawn Smith, York Region; Durham Region (RTO6) Lori Talling, Durham Tourism; Northumberland County (RTO8) Cori Arthur, Northumberland Tourism; Simcoe County (RTO7) Brendan Matheson, Tourism Simcoe County; Southeastern Ontario (RTO9) Katherine Hobbs, Brockville Tourism; Southeastern Ontario (RTO9), Karen Palmer, Prince Edward County; Ottawa (RTO10) Catherine Callery, Ottawa Tourism; Lanark County (RTO11) Jeff Mills, Riding in Mississippi Mills (RIMM); North Bay and Area (RTO13a) Jennifer McCourt, Discovery Routes Trails Organization; Manitoulin Island (RTO13a) Maja Mielonen, MICA; Lake Huron North Channel Cycling Route (RTO13b) Michael Wozny, Tourism Northern Ontario; Thunder Bay (RTO13c) Kathy Ball, City of Thunder Bay; Share the Road Cycling Coalition, Erica Townson; Waterfront Regeneration Trust, Marlaine Koehler; Ontario Trails Council, Patrick Connor; Ontario's Ministry of Transportation, Julia Barnes; Ontario's Ministry of Tourism, Culture and Sport, Kim Johnson, Jerome Laflamme, Emma Pietropaolo; Destination Ontario, Steve Bruno;

**Transportation Options:** Louisa Mursell (Meeting Chair), Michael McCreesh (Meeting Admin), Vincent de Tourdonnet (Transportation Options Board Member), Jen Hyland (Transportation Options Board Member)

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



## REGIONAL UPDATES

### Haldimand Norfolk (RTO1) – Michele Crowley, Haldimand-Norfolk Health Unit

- October 2016, Norfolk County applied for a bicycle friendly designation with Share the Road Cycling Coalition, received honourable mention. Pursuing Bronze Designation and will reapply in October 2018.
- Initial discussions within Haldimand County to apply for bicycle friendly community designation.
- Norfolk's UNESCO Biosphere Reserve in Long Point is part of Amazing Places, a partnership marketing initiative for all Ontario UNESCO Biosphere Reserves and is exploring nominating one of their existing road cycling routes as part of the program.
- Norfolk County has an Active Transportation Strategy in place, with infrastructure already being implemented.
- A local volunteer group, Pathways for People, looking to engage local businesses and encourage them to promote trail networks, and build Ontario By Bike Network participation.
- Local cycling community attending Toronto International Bicycle Show on March 2-4 to help showcase the area to cyclists.

### Niagara (RTO2) - Sue Morin, Venture Niagara

- 2017 Niagara Cycling Tourism Centre invested significant time to help save the Port Robinson Ferry 'Bridge-It' service across the Welland Canal. Local and regional stakeholders involved in partnerships to keep service available.
- Developing a new cycling route called the 'Bridge-It' to build awareness and user numbers on the ferry with connector route from ferry to Niagara Falls.
- 2018 will see increase in support work, developing signage and conducting research.
- Niagara will be at the Toronto International Bicycle Show on March 2-4.
- 6 out of 12 municipality have been designated by Share the Road as Bicycle Friendly Communities.
- Increasing number of bike fix-it stations being installed across the Niagara Region, including at the two Ontario Travel Information Centres in the Niagara Region.
- Stakeholders involved with the Canada Summer Games (2021) in Niagara are exploring increasing cycling profile and including cycling in a Canada Summer Games 'Park'.

### Hamilton (RTO3) – Daryl Bender, City of Hamilton

- City of Hamilton is striking a working group to focus on cycling in Hamilton and will look at tourism, infrastructure and promotions. Working group will be comprised of tourism staff and City staff responsible for cycling infrastructure and programming.
- Development continues on the HamBur Loop, with discussions with the Waterfront Regeneration Trust on co-branding and further product development along the route.
- The Hamilton Bike Routes, Trails & Parks map won an award from mapping and software company Esri.
- Developing strategy to implement infrastructure projects funded through Ontario Municipal Commuter Cycling Program.
- Broke ground on new GO Train station in Hamilton's east end, working with Metrolinx to ensure signage in place connecting the Great Lakes Waterfront Trail and Confederation Beach Park.

### **Huron County (RTO4) – Bob Payne**

- Waterfront Regeneration Trust was in Goderich in January fine tuning routing of the Great Lakes Waterfront Trail.
- Guelph to Goderich Rail Trail is actively working to secure funding from provincial and federal governments to help build bridges to move the trail project forward.
- Goderich, recognizing they sit at the intersection of these two trails are preparing to develop a cycling strategy, which is dependent on funding from the province.

### **Waterloo Region (RTO4) – Sheila Scott, Waterloo Regional Tourism Marketing Corporation & Kevan Marshall, Region of Waterloo**

- Multiple cycling events taking place early in 2018 and are big draws for cyclists.
- Cities of Kitchener and Waterloo both designated as Silver Bicycle Friendly Communities through Share the Road, Cambridge is designated as Bronze.
- Regional LRT (Light Rail Transit) is launching 2018, with multiple improvements in active transportation connecting with this transit system.
- Region of Waterloo accessed federal government funding through the Public Transit Infrastructure Fund, linking active transportation and transit. Used to fund extension to the Iron Horse Trail and an additional branch of this trail into downtown Kitchener and eventually to a major regional transportation hub.
- Feasibility and design study underway exploring possibility of an active transportation trail along a rail corridor from existing LRT station to St. Jacob's Market. Project, if funded, will also realign Trans Canada Trail linkage into Kitchener-Waterloo.

### **City of Toronto (RTO5) – Jen Hyland, City of Toronto**

- Infrastructure work underway filling gaps in regional trail networks, including on the Lake to Lake Route (Lake Ontario to Lake Simcoe), where completion of a gap in the Duncan Creek area has completed the Toronto portion of this route.
- Work to be completed on two gaps of the Etobicoke Creek Trail, connecting the Greenbelt Route.
- Completing two segments of the Waterfront Trail in Toronto, along Lakeshore Road and Unwin Avenue, finishing connections between the eastern and western beaches.
- Parks and Recreation Department completed a pilot wayfinding project on the Don Valley Trail. Project under evaluation and potentially rolled out across entire trail network in Toronto.
- Working with Waterfront Regeneration Trust on updating mapping in Toronto, as well as Trail to GO signage from Waterfront Trail to GO Stations.

### **York Region (RTO6) – Shawn Smith, York Region**

- Work continues on sections of the region's signature project, the Lake to Lake Route, a 121km route linking Lake Ontario to Lake Simcoe. Three quarters complete, with completion expected in coming years.
- York Region Trail Guide, very popular with consumers, has been available for over a year, supported by video promotions.
- Central Counties Tourism (RTO6) has created a Trails Tourism Working Group.
- York Region Cycling Touring Route developed with each route now having a standalone itinerary, downloadable from website.
- Ontario By Bike Workshop held in Newmarket in 2017 helped develop a Cycle Tourism Action Plan for York Region.

- Region continues to host and promote a cycling video and photo contest, looking to continue to drive engagement.
- York Region will be attending the Toronto International Bicycle Show in March.

### **Durham Region (RTO6) – Lori Talling, Durham Tourism**

- Durham Cycle Tours Route updated in 2017 with the addition of four new routes; a partnership between Region, municipalities and local cyclists. Now on waterproof paper and with links to downloadable GPX files.
- Working on updates to the Durham Trails Guide in 2018.
- Participated in Destination Ontario's cycling video and photo shoot with Central Counties Tourism. Provided with video footage and cycling images to be leveraged for their own marketing initiatives.
- In 2017, the Epic Lake to Lake Ride, led by the Township of Brock, included 5 of the 8 regional municipalities in Durham Region and drew 150 cyclists from Lake Simcoe to Lake Ontario. Part of Canada150 and Trans Canada Trail celebrations. Exploring opportunities to host the event again in 2018.
- Durham Region launched the first of three mountain biking promotional videos, featuring Emily Batty and Dagmar North Trails. Developing a mountain bike promotional strategy with roll out of another two mountain bike videos.
- Durham Tourism partnering with Ontario By Bike at the Montreal Bike Show, as well as attending the Toronto International Bike Show and Toronto Outdoor Adventure Show.

### **Simcoe County (RTO7) - Brendan Matheson, Tourism Simcoe County**

- Cycle Simcoe, the county cycling tourism project, reprinted the 3 regional cycling maps.
- In 2017, created incentive for local businesses to register for the Ontario By Bike Network as a certified bicycle friendly business, including them on the printed maps. Great response. Will continue again in 2018.
- Developed Simcoe County Loop Trail, a 160km loop, primarily off-road with small on-road segments. Goes through 9 municipalities and was signed and soft launched in 2017 with an Ontario By Bike Ride and 2-day small group tour. Full launch in 2018.
- Simcoe County municipalities received \$1.2 million in funding through Ontario Municipal Commuter Cycling Program. Helpful that Share the Road workshops were hosted year previous to help prepare for funding applications.
- Working with the Barrie Cycling Club, building and installing low cost bicycle repair stations throughout the county (15-20). Ability for local municipalities to brand them.
- 2018/19 Simcoe County (Midland) with local event, Silver Goose Cycle Cross, will play host to the Pan Am Championship Cycle Cross.

### **Northumberland County (RTO8) - Cori Arthur, Northumberland Tourism**

- Northumberland County is working through their Cycling Master Plan, predominately on County Road 2 in and around Cobourg with key connections from the Waterfront Trail to retail and other services.
- Northumberland Tourism digital stats show strong interest in a Century Cycling Route pdf download. Cycling page has seen a tripling in page views.
- Cycling Adventures Map was top downloaded PDF in Q4 2017.
- Great response of aerial drone image of the Rainey Gorge Suspension bridge in a CAA guide, resulting in continued consumer inquiries for Cycling Adventure Map.

### **Southeastern Ontario (RTO9) – Katherine Hobbs, Brockville Tourism**

- New business in Brockville: Thousand Island Bike Company ([www.thousandislands.co](http://www.thousandislands.co)). Operating bike tours in Gananoque and Brockville, as well as a Gan-Brockville tour (51km). They partner with a local bakery to provide lunches, hire local guides and will also deliver bikes to hotel guests.
- The Library in Brockville is also looking at a bike sharing opportunity.
- Brockville is hosting an Active Transportation summit, with the theme “Planning for Action”. The committee’s goals are to make the city more walk and bike friendly. The Summit will take place on May 10-11th, and it will be the 5th Annual Eastern Ontario Active Transportation Summit. It will include panel discussions, a round table, and key note speakers. (Ontario by Bike will be providing a bike workshop in Brockville on the 11th).
- Brockville applied for the Ontario Municipal Commuter Cycling Program funding to fund infrastructure, projects and workshops - Brockville will be receiving \$183,000 of provincial funding.
- Estimated 2,500 to 3,000 cyclists (as a part of organized groups) visit Brockville each year, and that the same number visit independently.
- St. Lawrence Park is the only formal campground in the province that has an “Always room policy” for cyclists.
- The Great Waterfront Trail Adventure will be arriving on August 1st, with 150 riders participating.

### **Southeastern Ontario (RTO9) – Karen Palmer, Prince Edward County**

- Prince Edward County has received funding for the development of a cycling plan.
- In partnership with local stakeholders who raised \$120,000, the County dedicated \$370,000 to make surface and other improvements along the entire 46km Millennium Trail. Local stakeholders sold kilometre markers to local businesses to raise funds.
- A number of major cycling events will be taking place this summer, including the returning MS Bike and the new County Gran Fondo.

### **Ottawa (RTO10) – Catherine Callery, Ottawa Tourism**

- City of Ottawa developed 10 new self-guided rural cycling routes and 4 urban cycling routes, Ottawa Tourism now promoting these assets through their website.
- Ottawa Tourism working with VeloGO to access user cycling data for future initiatives.
- National Capital Commission's car-free Bike Sundays will continue in 2018 on Sir John A. Macdonald Parkway (9km) Colonel By Drive (8km) continue to be offered. Popular with cyclists.

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

- 2018 is the 10<sup>th</sup> annual Mississippi Mills Bicycle Month, continues to be a valuable engagement tool for cycling.
- Will continue the "Silver Chain Challenge" a friendly competition between Renfrew County and Lanark County to inspire and promote more active and healthier communities. ([www.silverchainchallenge.ca](http://www.silverchainchallenge.ca)). Allows for collecting data on cyclists across the region. With growing interest from other areas in Eastern Ontario, will be looking at expanding the program and website to be able to track riding in other areas.

- Mississippi Mills Bike Month is a founding member of the annual Eastern Ontario Active Transportation Summit, which will be held again in 2018 in Brockville in May.
- Working with Discover Routes Trails Organization to bring the cross-provincial Voyageur Cycling Route through Renfrew and Lanark Counties to Ottawa. Ideally using the newly purchase Ottawa Valley Recreational Trail (OVRT), an abandoned rail bed from Mattawa to Smith Falls.
- Local stakeholders are exploring a circle loop route, incorporating the OVRT and Trans Canada Trail, as well as quieter roads to create a weekend recreational trail.

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

- Voyageur Cycling Route, a 650km cycling route from Sudbury along French River, Lake Nipissing, the Mattawa River, and the Ottawa River following Canadian Heritage Rivers continues to be developed.
- Past few years has seen the implementation and installation of wayfinding signage along the route between Sudbury and Mattawa. About 200km of the route has been signed.
- With funding received through the Trillium Foundation, the route is looking to expand east another 230km from Mattawa through Renfrew County, Lanark County and into Ottawa.
- A large portion could be incorporated on the Ottawa Valley Recreational Trail, allowing for a nearly continuous off-road segment from Mattawa to Ottawa.
- Lower tier municipalities are still exploring trail user types (motorized vs. non-motorized options) along the OVRT, with many also exploring accessing provincial funding to resurface and making suitable for cycling.
- Looking to launch the route in 2020.

### **Manitoulin Island (RTO13a) - Maja Mielonen, Manitoulin Island Cycling Advocates (MICA)**

- MICA will be attending the Toronto International Bicycle Show in March.
- The 2017 Manitoulin Passage Ride sold out last year and hoping for same in 2018.
- 2017 Manitoulin Passage Ride generated an estimated \$100,000 local economic impact.
- Shoulder season events having strong positive economic impact on the local economy, with local stakeholders increasingly recognizing their value.
- With growing demand there will be expansion of MICA's Alvar Bike Tours in 2018.
- Chi Cheemaun Ferry bike count up 6% compared to 2% for overall numbers using the ferry service between Tobermory and South Baymouth.
- Attended Tourism North Ontario Summit in Thunder Bay in 2017, where Destination Ontario's Cycling Video was well received. Some of the footage shot on Manitoulin Island.
- MICA volunteers committed over 200 hours working on a trailhead wayfinding strategy, in partnership with Tourism Northern Ontario and FedNor. Trailheads will incorporate Great Lakes Waterfront Trail branding.
- Website being redone to place cycling routes online, with Strava data and other features.
- New, 4<sup>th</sup> Edition of the Manitoulin Island Cycling Map, to coincide with new website.
- Working with Tourism North Eastern Ontario to explore cycling promotion and advertising opportunities.
- New infrastructure and resurfacing along 7km of Hwy 540 expected this summer with paved shoulders and '1 metre' signage.

- 16km of Hwy 6 will see resurfacing and paved shoulders completed in 2018 from 10 Mile Point to Little Current.
- Seeing interest from the US market already for the route through Sault Ste. Marie to Manitoulin Island.

### **Lake Huron North Channel Cycling Route (RTO13b) - Michael Wozny, Tourism Northern Ontario**

- Continuing the implementation of the 370km Lake Huron North Channel Cycling Route, part of the Great Lakes Waterfront Trail from Gros Cap to Sudbury. Some sections still require signage.
- Discussion with Nordic Institute, part of the Algoma University. An online animation project will look to include the Sault Ste. Marie portion of the route, the 22km Hub Trail.
- Initial mapping available from the Waterfront Regeneration Trust for the Lake Huron North Channel Cycling Route, as well as on Manitoulin Island.
- Tourism Northern Ontario has worked with Sault Ste. Marie Cycling Club, Superfly Racing and Chico Racing to bring a multi-day, backcountry mountain bike event to area. Riders will place bike on the Agawa Train, riding north and cycling back over three days.
- Continues work on developing routes on St. Joseph Island and the Mississauga First Nation, to bring the Lake Huron North Channel Cycling Route off Hwy 17 for over 4km and through the community.
- Tourism Northern Ontario is continuing to implement their Cycle Tourism Strategy across the region.

### **Thunder Bay (RTO13c) – Kathy Ball, City of Thunder Bay**

- City of Thunder Bay has identified cycling development as a priority for product development within city council.
- Continue developing bike infrastructure across the city, as well as recently receiving funding to build a bridge connecting existing trail network to future trail network.
- In 2017, completed Trowbridge Forest Recreational Trail Master Plan focusing on an area with 30km existing multi-use trails. Priorities include new signage and improved trails, as well as developing events for tourism.
- In early stages of working with region on the improvement of a 100km rail trail.
- Work closely with the Thunder Bay Cycling Club to map and define routes in and around the city.
- City of Thunder Bay continues to install bike repair stations throughout the city.

## **CROSS PROVINCIAL UPDATES**

### **Share the Road, Erica Townson**

- 10<sup>th</sup> Ontario Bike Summit being held in Toronto on April 17-18 at the Intercontinental Hotel. Program to be released shortly.
- In conjunction with Share the Road's 10<sup>th</sup> anniversary, they've launched a new blog that can be found on their website. Aim to capture how the cycling conversation has evolved and highlight cycling change makers and new trends.
- Coordinating Greg's Ride: Ontario's Ride for Safer Cycling on September 23 in Dundas.
- Share the Road will be participating at many cycling events and shows throughout the year.

## **Waterfront Regeneration Trust – Marlaine Koehler**

- Waterfront Regeneration Trust is working with many partners across the province to continue expansion of the trail, including from Grand Bend through Huron, Bruce and Grey Counties, as well as on Manitoulin Island to connect the Lake Huron North Channel Cycling Route to southern Ontario.
- Monitoring Ontario's Ministry of Transportation (MTO) completion of the paved shoulders on Hwy 6 on Manitoulin Island as well as on the 1000 Island Parkway Recreational Bike Path western terminus with the addition of safer infrastructure into the town of Ganonoque. Eastern terminus of this bike path is being improved as well.
- MTO is likely to complete the paved shoulders and signage along Hwy 17 (Lake Huron North Channel Cycling Route) in summer 2018.
- Remaining expansion required is from Collingwood up to Sudbury, completing the Georgian Bay Cycling Route. Proposal has been sent to Ontario government.
- Added 2 new GO Train Stations to the Train to GO program, working with Metrolinx to establish and sign active transportation links between GO Train Stations and the Waterfront Trail.
- Working with stakeholders to explore the expansion of the Great Lakes Waterfront Trail to Wolfe Island in southeastern Ontario. Aim to be finished in 2018.
- 2018 Great Waterfront Trail Adventure will feature a multi-day tour from Ajax to the Quebec Border.
- Working with Swim Fish Drink Canada, who've received 3 year funding to develop a Great Lakes Guide, where the Great Lakes Waterfront Trail is be a core component.
- Working with the Greenbelt Foundation to develop a 1000km, figure-8 itinerary along the Great Lakes Waterfront Trail and Greenbelt Route that centres in Hamilton. Because of design, will allow for shorter loops and day trips.

## **Ontario Trails Council (OTC) - Patrick Connor**

- Ontario Trails Council hosts a number of public education symposiums each year, including Trailhead North (Sault Ste Marie) in April.
- Facilitated the first national conference, Trailhead Canada, discussing trail issues around not only cycling and hiking, but also all other user types.
- Seeing a growth in winter fat biking on trails.
- Working as an organization to develop trail master maps for communities, municipalities and regions, including writing the Ottawa Valley Recreational Trail plan.
- Aim of OTC continues to be the interplay of all user groups on trails in Ontario.
- Exploring a concept of trail use plans at a larger jurisdictional level. Attending US national conference in April.
- OTC worked with Central Counties Tourism (RTO6) to develop Trails Tourism Action Plan.
- OTC will look to implement trail designations, incorporating the Trillium Trails Network Initiative.

## **Ministry of Transportation (MTO) – Julia Barnes**

- A proposal is available on the Environmental Registry for the next CycleON Action Plan 2.0. The proposal outlines actions over the next 5 years that would assist in implementing the Ontario's Cycling Strategy, including a component on cycle tourism.
- Ministry is encouraging feedback and comments, which is open until March 7<sup>th</sup>.
- Link [HERE](#).



## Destination Ontario – Steve Bruno

- Destination Ontario has put together a working group that incorporates a number of cycling and tourism stakeholders to help established a strategic marketing direction for the province.
- Working group established "Great Lakes to Greenbelt to Great North" as a tag line for Destination Ontario to promote the province`s cycling products.
- Destination Ontario opened access through owned (OTICs, website, social, e-newsletter) and earned media channels to integrate the cycling messages through Destination Ontario. Also exploring paid content / acquisition such as blog content, itineraries, visual assets.
- Destination Ontario commitment with cycling partners with around \$100,000 in cash and in-kind contribution to support presence at Outdoor Adventure and Montreal Bike Shows in 2018 and contribute to marketing cycle tourism in Ontario.
- Destination Ontario worked with many partners involved in the Destination Ontario Cycling Video, which has been effective in raising awareness and generating interest and support for cycling.

## Ontario By Bike Network / Transportation Options, Louisa Mursell & Michael McCreesh

- Also see slide deck at [www.transportationoptions.org/OBBIP-AC-Feb-12-2018.html](http://www.transportationoptions.org/OBBIP-AC-Feb-12-2018.html)
- **2018 Ontario By Bike Network Updates**
  - Most regions now participating - 39 in total
  - 1,380 + business and locations certified as bicycle-friendly
  - 75 workshops and 2,180 attendees (2018 Bancroft & Brockville workshops)
  - Completed campground research, evaluating criteria updates
  - Renewal regions spring webinars, business verifications & other updates
- **2018 Marketing and Promotions**
  - *Digital Marketing Campaign:* Major digital advertising campaign, led by RTO group, launched Fall 2017 resulting in over 9 million impressions and over 140,000 clicks. 2018 campaign started, promoting MTL Bike Show, cycling in Ontario Spring & Summer 2018. driving significant traffic to Ontario By Bike website through Google & Facebook ads.
  - *E-newsletter:* Database 8,500+ with averages of 45% open-rates / 25%+ CTR.
  - *Consumer Events 2018:* Montreal/Toronto Bicycle Shows. Expanded cycling display at Toronto Outdoor Adventure Show. Other shows and events planned.
  - *Digital Advertising Offering:* Cycling season spots almost full, in banner, skyscraper, e-news ads.
  - *Content Development and Partnerships:* Engaging with destination partners developing and showcasing content. Distributing through various digital channels.
- **2018 Ontario By Bike Rides / Small Group Tours**
  - Hosting x4 weekend cycling tours with 140 recreational cyclists creating legacy cycling itineraries in Ontario.
    - June 2-3: Toronto Trails & Ravines
    - July 28-29: Uxbridge Kawarthas Rail Trail
    - September 1-3: Essex Windsor Loop
    - September 22-23: Niagara Circle Route South

- [www.ontariobybike.ca/rides](http://www.ontariobybike.ca/rides)
- **2018 Cycling in Ontario / Le vélo en Ontario Publication**
  - Online At - [www.ontariobybike.ca/2018](http://www.ontariobybike.ca/2018)
  - All new design and layout in 2018, 36 partners
  - 40,000 copies printed (increased), 40 pages (increased)
  - 9,500 French copies to be poly-bagged in VeloMag
  - Cyclists eagerly awaiting 2018 edition, distribution starts at shows
  - Partners can assist with distribution –Pick up at shows or receive delivery

## **2018-2019 Project: Advancing Strategic Cycle Tourism Sector Development Through Industry Capacity Building**

- **Capacity Building through Coordination of Coalition**
  - Developing 2 year strategic action plan
  - OBBIP AC plays an important part in consultations, consultation survey link will be sent out to all on advisory committee
  - Survey issued to all on OBBIP AC and other partners
  - Other activities: Increase partner and industry communications; OBBIP AC
- **Enhanced Knowledge and Research**
  - Complete new primary research with Ryerson, survey for cyclists open until March 9: [www.goo.gl/forms/cVearaYVLbj9UmTe2](http://www.goo.gl/forms/cVearaYVLbj9UmTe2)
  - Research on best practices for businesses; cycle tourism wayfinding; implementation processes and promotion of large scale cycling networks
  - Administer a comprehensive research sharing web platform
  - Create itinerary development template
- **Cycle Tourism Conference –March 2019**
  - OBBIP AC can assist with program development

*Meeting hosted by and minutes prepared by:*

# Transportation Options

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

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