



Advisory Committee

Minutes of Discussion Section During Web Conference Thursday, June 26, 2014, 9:30am–10:45am

On-Line / In Attendance: Norfolk & Haldimand Counties (RTO1) Frank Woodcock, Pathways to People; Niagara (RTO2) Sue Morin, Venture Niagara; Hamilton (RTO3) Daryl Bender, City of Hamilton; Simcoe County (RTO7) Brendan Matheson, Cycle Simcoe; Northumberland County (RTO8) Cori Arthur, Northumberland Tourism; Ottawa (RTO10) Megan Peckford, Ottawa Tourism; Haliburton, Kawartha, Pine Ridge (HKPR) District Health Unit, (RTO11) Sue Shikaze; Muskoka (RTO 12) Kristi MacDonald, The Bike Shop in Gravenhurst; North Bay and Area (RTO13a) Jennifer McCourt, Discovery Routes Trails Organization; Manitoulin Island (RTO13a) Maja Mielonen, MICA; Sault Ste Marie (RTO13b) Michael Wozny, Lake Huron North Channel Cycling Route Initiative; Waterfront Regeneration Trust, Marlaire Koehler; Share the Road, Justin Jones; Ministry of Transportation - Michael Canzi.

Transportation Options: Louisa Mursell (Meeting Chair), Michael McCreesh (Meeting Admin), Pauline Craig (Transportation Options Board Member & Secretary)

Provided Updates by Email: South Eastern Ontario (RTO9) Alan Medcalf, Brockville Cycles.

Note: RTO 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 & Haldimand Counties (RTO1) - Frank Woodcock, Pathways to People

- Norfolk Tourism and County connected with Pathways to People, a community coalition.
- Hosting an event and industry workshops November 4, 2014 for businesses to learn more about 2 wheel tourists, cyclists and motorcyclists in both Norfolk and Haldimand Counties. Event organizers, Ontario By Bike, Niagara Planners; bike tourism bloggers all scheduled as speakers.
- Events this summer include: annual Tour de Norfolk, Tour de Caledonia and The Grand Tour from Quebec with 2000 cyclists.



Niagara (RT02) - Sue Morin - Venture Niagara

- Cycle tourism project underway with cycle tourism coordinator. Projects include:
 - Local and environmental scan of what's happening locally as well as provincially, to tie in all to Niagara
 - New map and more promotion of Circle Route; working with BIA's and tying in healthy living in Niagara
 - Getting business areas/BIA's to become a part of new Ontario By Bike category
 - New cycle tourism bilingual web portal
 - Pop-up bike parking installations (seeing an increase in permanent bike parking installations at wineries, some now having more bike parking than car parking);
 - Creating cycling circuits.

City of Hamilton, (RT03) Daryl Bender

- Bike share roll-out scheduled for mid July with 100 stations and 700 bikes.
- RT03 continues to work on Hambur Route and synergies between City and Waterfront Trail.
- Cycling committee working with Hamilton tourism office. Committee also working on 5th year of Share the Road campaign, having distributed 10-12,000 car magnets.
- Free helmet initiative supported by health unit has been very successful working with schools.
- 20km of cycling infrastructure being built this year, including 3km of cycle track on Cannon Street. Additional bike boxes, 1st were installed in 2011.
- Working on Trans Canada Trail and Pan Am Trail connectors. Trail Council has just had its 1 year anniversary, enjoying success.

Simcoe County (RT07) Brendan Matheson, Cycle Simcoe

- Projects have been underway for 10 months.
- First Share the Road sign installed, 35 more scheduled for installation.
- Cycling map printed for Oro Medonte, hope to see more municipalities with cycling maps in Spring 2015.
- 4 outdoor repair stands approved and to be installed in August, made by local welder.

Northumberland County (RT08) Cori Arthur, Northumberland Tourism

- City of Kawartha Lakes and Northumberland signing Trans Canada Trail this summer.
- Proceeding soon with signage on cycling routes in Northumberland County.
- Consulting OTM/MTO guidelines – Book 18.
- Outdoor Adventure Map, popular publication and featuring cycling routes, to be reprinted in 2015.

South Eastern Ontario (RTO9) Alan Medcalf, Brockville Cycles

- The revitalization of the St. Lawrence Recreational Trail, running 37 km along the 1000 Islands Parkway corridor, is just about complete with last bit of paving underway.
- This is 37km of renovated newly re-paved off-road trail between Gananoque and Brockville.
- Trail is 3 metres wide and a ribbon of smooth asphalt, great views, and welcoming amenities in communities at either end or also enroute including Ivy Lea and Rockport.

Ottawa (RTO10) Megan Peckford, Ottawa Tourism

- A number of tourism members are now on the Ontario By Bike Network, following workshops in March.
- Ottawa Tourism webpage now linking back to Ontario By Bike.
- New Ottawa bike map for 2014 is now available, reprint by National Capital Commission.
- 4 partners working together for next issue, 2015 to be valid for 2 years. This will be a bigger project and may combine info for residents, commuters, visitors.
- World Pride in Toronto end of June, Ottawa Tourism booth will feature a cycle-tourism activation with bike and trainer on display.

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

- Attended and participated at recent Belleville Bike Summit and Eastern Ontario Active Transportation Summit.
- Share the Road campaign underway with local radio ads, magnets and flyers.
- Haliburton Highlands Tourism is onboard with campaign this year, which is beneficial.
- Local health unit and cycling group usually host an annual June event. This year Dysart municipality took over event, running it very successfully with assistance of Rec Coordinator.
- Suggest that the value of Active Transportation to economic development be brought forward for the municipal elections.

Muskoka (RTO 12) Kristi MacDonald, The Bike Shop in Gravenhurst

- With funds raised from recent Spin the Lakes event, a bicycle promo was held with two new bikes given away to local riders.
- Still working on snowmobile trails converting to summer bicycle trails, Gravenhurst to Huntsville.
- Looking to update store's cycling map in 2015.

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

- Development of Voyager Route, Sudbury to Mattawa, moving ahead with a working group established and partners on board. Vision is for a long distance cycling route and connecting to Ottawa and Deep River. Plans for a feasibility study followed by implementation plan. Will use some Trans Canada Trail,



following Sudbury to North Bay routing. Some partners recently met at Eastern Ontario Active Transportation Summit.

- Also working on capacity building for organization.
- North Bay / Timiskaming area want to start advocacy group for local cycling.

Manitoulin Island (RT013a) Maja Mielonen, MICA

- As part of the original project steering committee, pleased that Waterfront Regeneration Trust has taken on Georgian Bay Cycling Route project, and looking forward to moving ahead and towards implementation.
- Recent event, 4th annual Passage Ride had 140 participants, although plan was to cap it at 100. Lots of repeats and also locals.
- 2nd edition of Manitoulin cycling map just printed, 1st edition well received.
- Working with LaCloche and Manitoulin Business Assistance Corporation (LAMBAC) for infrastructure improvements for cyclists including bike racks, water fountains and more.
- MICA involved in arts projects and installation.
- Planning for a celebration in 2016 when new paved shoulders on island are complete.

Sault Ste Marie (RT013b) Michael Wozny, Lake Huron North Channel Cycling Route Initiative

- Implementation activities are underway.
- Recently met with 18 communities and 3 First Nations that are along the route to get agreements and approvals.
- Federation of Northern Ontario Municipalities have provided a letter of approval.
- Working with Trans Canada Trail as some of portions of both share same routing.

CROSS PROVINCIAL UPDATES

Waterfront Regeneration Trust, Marlene Koehler

- Greenbelt Route development moving ahead currently completing signage audit and final approvals. 2015 launch will feature a Great Waterfront Trail Adventure (GWTA) style event.
- GTWA 2014 is from Brockville to Cornwall. Partners rates available.
- Approvals for extending Waterfront Trail to Grand Bend are underway.
- Providing assistance on Sault Ste Marie to Sudbury Lake Huron route under development for 2017 possible launch.
- Taking the lead in development of Georgian Bay Cycling route following feasibility study recommendations. Work to commence in the fall consulting with partners.

Share the Road, Justin Jones

- Ride season underway with a number of affiliated events.
- Recent Belleville Bike Summit along with similar event Eastern Ontario Active Transportation Summit in Mississippi Mills well attended and productive, bringing



value to more eastern Ontario partners and communities.

- Bicycle friendly communities program still accepting applications.
- Eleanor McMahon former Executive Director and Founder has been elected as MPP, hence a executive search has begun to fill the position.
- Work continues including participating in Association of Municipalities of Ontario (AMO) conference in August.

Ministry of Transportation, Michael Canzi

- Back after election caretaker mode.
- April launched the cycling strategy action plan at Bike Summit with announcements from Minister of Transportation.
- From tourism perspective, working on province wide cycling network background and prep work and hope to have identification of network complete by 2016.
- Ministry of Tourism, Culture and Sport is collaborating on some parts.

Ontario By Bike Network / Transportation Options, Louisa Mursell

- Also see slide deck at:
 - www.transportationoptions.org/uploads/8/7/2/0/8720033/june_2014_web_presentation.pdf
- Ontario By Bike Network: now has 27 regions participating, 890+ Business locations currently registered under the program. 50 workshops have been held with 1,420 workshop attendees.
- New regions and workshops held this spring include: Ottawa and Ontario's South West – Elgin, Middlesex, Oxford.
- New certification category: business areas, certification criteria can be found at www.ontariobybike.ca/criteria
- To ensure businesses are adhering to criteria and minimum requirements to be certified bicycle-friendly, new this year regional site visits/inspections are underway. 4 regions have been selected: Grey County, PEC, Niagara East, and Durham Region.
- Lots of marketing and promotional activities underway including:
 - 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, all seasons.
 - Cycling in Ontario / Le vélo en l'Ontario guide distribution going well.
 - New rack cards reprinted.
 - A number of media hits – print articles
 - Ride guide series & launch events in: Ottawa, Toronto, Grey County.
 - Partner outreach: increasing reciprocal links, print inclusion.
- A number of additional projects under way or recently completed that support the Ontario By Bike Network, cycle tourism development and promotions.
- Stakeholder, business participant and program review to be conducted in 2014.
- Cycling event study 2014, tourism impact – summer & fall (4 events)
- Preparation of an Ontario cycle tourism sector status report post season summary, fall 2014.



- 2012 Stats Canada data now available from Travel Survey of Residents of Canada. Report shows Canadian visitors (including from Ontario) who participated in cycling activities while vacationing in Ontario.
- Figures show drop in numbers, but more investigation and information required into overall 2012 figures.
- Moving forward - Request for industry partner's research or data to be shared that relates to cycling and cycle tourism in Ontario. Suggest other sources of info.
- In fall 2014, OBBIP Advisory Committee participants will be contacted individually to get more feedback and comments on: partnership objectives; regional representation; governance structure; moving forward.

Other Business

- With recent provincial election, budget died. The budget has inclusion of \$25M from Ministry of Transportation for cycling infrastructure. With Liberal re-election budget is being bought back and is expected to pass by end of July. Contributed by: Sue Shikaze, Haliburton.

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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