



Advisory Committee

Minutes of Discussion Section During Web Conference Thursday, November 22, 2018, 9:30am–11:00am

On-Line / In Attendance: Ontario's Southwest (RTO1), Adriano Ciotoli, Windsor Eats; Niagara (RTO2), Karin Whittingham, Venture Niagara; Hamilton Halton Brant (RTO3), Brent Kinnard, , Hamilton Halton Brant & Brenda Branch, Tourism Hamilton & Tammy McQueen, Town of Halton Hills; Huron Perth Waterloo (RTO4) Bob Payne, Huron County & Alison Rath, Waterloo Regional Tourism Marketing Corporation & Kevan Marshall, Region of Waterloo; Greater Toronto Area (RTO5), Jen Hyland & Adam Sweanor, City of Toronto; York Durham Headwaters (RTO6), Shawn Smith, York Region; Kawarthas Northumberland (RTO8), Cori Arthur, Northumberland Tourism; Bruce Grey Simcoe (RTO7), Brendan Matheson, Tourism Simcoe County; Southeastern Ontario (RTO9), Katherine Hobbs, Brockville Tourism & Karen Palmer, Prince Edward County; Ottawa (RTO10), Kelly Hausser and Chloe Drouin, Ottawa Tourism; Parry Sound, Muskoka, Almaguin Highlands, Algonquin (RTO12), Erin Smit, Explorers' Edge; Destination Northern Ontario (RTO13), Jennifer McCourt, Discovery Routes Trails Organization & Maja Mielonen, Manitoulin Island – MICA & Michael Wozny, Lake Huron North Channel Cycling Route - Destination Northern Ontario & John Cameron, City of Thunder Bay; Share the Road Cycling Coalition, Erica Townson; Waterfront Regeneration Trust, Marlaine Koehler; Ministry of Transportation, Mike Canzi; Ministry of Tourism, Culture and Sport, Pranab Shah; Destination Ontario, Nicole Leaper.

Regrets: : Ontario's Southwest (RTO1), Michele Crowley, Haldimand-Norfolk Health Unit; York Durham Headwaters (RTO6), Lori Talling, Durham Tourism; Ontario's Highlands (RTO11) Amanda Virtanen, Haliburton Tourism & Jeff Mills, Mississippi Mills Bicycle Month / Riding in Mississippi Mills (RIMM); Patrick Conner, Ontario Trails.

Transportation Options: Louisa Mursell (Meeting Chair), Michael McCreesh (Meeting Admin), Nicole Leaper (Transportation Options Board Co-Chair and as above), Jen Hyland (Transportation Options Board Member and as above).

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

Ontario's Southwest (RTO1) – Adriano Ciotoli, Windsor Eats

- Local tour operators noticed general growth across the region.
- Bike Windsor Essex moved into new location Walkerville neighbourhood of Windsor
- Concern about delays in the new ferry service to Pelee Island that's now scheduled to launch in 2019.
- Connectivity of cycling infrastructure and trails beginning to occur with continued investment from municipalities across Windsor Essex.
- Bike the Bridge event drew 500 participants, many from Detroit/Michigan area, and showcased 25 mile route throughout Windsor.
- Friday Night Lights, community rides have been revamped with continued growth and now include local police to assist

Niagara (RTO2) – Karin Whittingham, Venture Niagara

- 2018 was another busy year of visiting cyclists in Niagara.
- Launched, and continuing to promote, the new 'Figure 8' cycling route, incorporating the Great Niagara Circle Route and a connector route to Niagara Falls utilizing the Port Robinson ferry.
- Niagara-on-the-Lake has launched a Cycling and Pedestrian Route Map, which was produced by the Community Safety Committee and showcases the major trails and cycling routes within the town.
- Possible opportunity to develop new region-wide cycling map for Niagara.
- Venture Niagara will continue to participate in Ontario By Bike's map distribution.
- Niagara Cycling Tourism Centre is administering a bicycle friendly business program and now sits are 80-100 locations. These locations are being promoting through Niagara Cycling Tourism Centre.

Hamilton Halton Brant (RTO3) – Brent Kinnard, Hamilton Halton Brant

- Jointly promoting regional cycling and visitor information with Ontario By Bike at the UCI Track World Cup at Milton Velodrome in October. Great to have tourism presence there.
- RTO3's Signature 50km HamBur Loop is nearly complete and market-ready. New digital wayfinding underway with City of Hamilton. Signs have been produced and City staff to install in the few months. The HamBur Loop will be co-branded as a new spur of Great Lakes Waterfront Trail.
- RTO will be working municipal partners at County of Brant, City of Brantford and others to replicated process and stakeholder engagement and use as a template in the development of a new signature cycling route in Brant County / Brantford. Aim is to connect these two signed routes by the Hamilton Brantford Rail Trail.

Hamilton Halton Brant (RTO3) – Brenda Branch, City of Hamilton

- Work continues on the Cycling Master Plan with cycling infrastructure improvements continue in Hamilton.
- Hamilton's 'Mountain Climber' bus service moves from pilot program to permanent offering free transportation service for cyclists up the Niagara Escarpment.
- Plan in place to expand the number of Ontario By Bike certified bicycle friendly businesses in Hamilton.
- Significant research was conducted to streamline and identify a digital mapping platform of routes and trails for City, RTO to direct consumers to. Identified GeoTrails and will

look to develop on this platform, but are seeking funding to ensure responsive design is available.

Huron Perth Waterloo (RTO4) – Bob Payne, Huron County

- Guelph to Goderich Rail Trail Advisory Board released (in April 2018) a 5-3-5 Strategic Plan (\$5 million for 3 bridges over 5 years) and continues to be vision for project.
- Western arm of the G2G Rail Trail (Maitland to Goderich) had seen ATV activity on it this year, forcing Maitland Trails Association to install new gates and cement blocks to restrict ATV entry to the trail.
- Great Lakes Waterfront Trail signage is installed and touring cyclists already seen along route.
- Ontario Trails Council to host a Trailhead Meeting at University of Waterloo in February to discuss trail tourism and G2G Rail Trail opportunities.

Huron Perth Waterloo (RTO4) – Kevan Marshall, Region of Waterloo

- Cycling infrastructure improvements continues across the region.
- Work on an off-road trail connection between Uptown Waterloo and St. Jacob's Market that will link to the region's new light rail station (LRT). Will realign Trans Canada Trail linkage into Kitchener-Waterloo.
- Developing policy for LRT to allow bicycles on the train. Still discussing with operations, but likely up to 2 bikes per train.
- Working with GIS team and Explore Waterloo to develop a more comprehensive cycling map that will showcase preferred cycling routes, as well as cycling infrastructure.
- Working with ACT Canada to host a Sustainable Transportation Conference in fall 2019.

Toronto (RTO5) – Jen Hyland and Adam Sweanor, City of Toronto

- Building on the 2016 Cycling Network Plan, trail infrastructure work is underway to complete the Waterfront Trail along Unwin Ave in Toronto. When completed in 2019, will provide 20km of uninterrupted off-road cycling infrastructure.
- Work has been completed along two gaps of the Etobicoke Creek Trail, connecting the Great Lakes Waterfront Trail to the Greenbelt Route.
- Working with TRCA on major project in the Gatineau Hydro Corridor and southeast portion of the city, where an off-road trail will be developed and connect Rouge National Park and the Don Valley Trail network.
- Working with other municipalities to provide connectivity along major routes/trails including Vaughan and Mississauga.
- Developing a Bikeway Design Guidelines to ensure consistency on future cycling infrastructure.
- Vision Zero implementation has occurred through line drawings and intersection improvements.
- Looking at opportunities to integrate new Toronto Bikeway Map with City of Toronto's 360 Wayfinding program for transit/pedestrian and cyclists.
- Educational programs continue to be delivered, particularly informing drivers and cyclists of proper usage of infrastructure. Buses, newspapers and paid social media campaigns were conducted.
- 130,000 print cycling maps annually.

York Durham Headwaters (RTO6) – Shawn Smith, York Region

- Subway extension to Vaughan Metropolitan Centre; improved GO Service on weekends makes it easier to get to York Region from Toronto by transit with a bicycle.
- Infrastructure continues to improve – added about 40km of cycling facilities on Regional Roads; plus 2 cycle track projects (Hwy 7 in Markham, and 2nd Concession in East Gwillimbury) and more coming online in next few years; www.york.ca/cycling
- Greenbelt Route – St. John’s Sideroad from Hwy 404 to Bayview now has bike lanes and multi-use path
- 120km Lake to Lake Cycling Route and Walking Trail is now 80% complete. New infrastructure in Markham now links bike lanes on Hwy 7 to City of Toronto trail system; Thinking about wayfinding signage and a public event for next year; www.york.ca/laketolake
- York Region Trail Guide continues to be very popular and features about 50 trails www.york.ca/trails
- Central Counties Tourism RTO6 – trails tourism initiative – linking links with the businesses close to them.
- Experience York Region – formerly York Scene. www.experienceyorkregion.com
- Cycling photo contest – 60 entries; Cycling video challenge – 4 entries.
- Events – 2018 Markham Cycling Day was very successful with almost 900 participants (kids races and 15km, 30km, 60km routes).
- www.York.ca/cyclingnews ; in last issue: highlighted 5 great trails, road routes, mountain biking areas.

York Durham Headwaters (RTO6) – Lori Talling, Durham Tourism (Notes Sent)

- Local cycling rides held in August (Ride4UnitedWay) and Uxcycle (year two of the ride) were successful and organizers are looking ahead to plans for 2019.
- Throughout 2019, the Region will be working on updates to the 2012 Regional Cycle Plan.
- Work with the Toronto Regional Conservation Authority is underway on the potential to expand the Meadoway Project into Durham from Toronto. Meadoway will use the existing Scarborough Hydro corridor from the Don River to the Rouge Park and build a continuous path, along with other community amenities, like parks, gardens, etc.

Grey Bruce Simcoe (RTO7) - Brendan Matheson, Tourism Simcoe County

- Pan Am Championship Cyclo-Cross took place in Midland fall 2018 and will be returning in 2019. Event drew 700 cyclists and spectators, but was also live streamed by 8,000 across the US.
- In response to recent incident, a committee was formed to improve consistency in safety messages and enforcement and consists of Collingwood Cycling Club, Ontario Provincial Police and local police and will develop new safety message to be soft launched across various channels in 2019.
- Working with Waterfront Regeneration Trust on the expansion of the Great Lakes Waterfront Trail in Simcoe County, as part of developing the Georgian Bay Circle Route.
- Simcoe County now has 20 bike repair stations installed across the county. Barrie Cycling Club has developed a fundraising program for their club through the sale and installation of these bike repair stations, now selling beyond Simcoe County.
- Cycle Simcoe working with local high school on the design and development of branded, custom bike racks that are provided to local businesses as incentive for those that register and become certified as bicycle friendly through Ontario By Bike.

- Working on new itineraries that will be presented to international tour operators to encourage new product development in the region.

Kawartha Northumberland (RTO8) - Cori Arthur, Northumberland Tourism

- Northumberland County continues working through Cycling Master Plan, where 2018 saw 12km of new paved shoulders along portions of their 5 signed cycling routes. An estimated 12km more will be completed in 2019.
- Northumberland Tourism has seen a growing interest in off-road cycling in the area from consumers, particularly the Kawartha Trans Canada Trail.
- Growing number of Fat Bikers utilizing the trails at Northumberland County Forest.

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

- Great Waterfront Trail Adventure 2018 came through Prince Edward County and provided a great opportunity for feedback on cycling in the County.
- Local volunteers raised \$120,000 while the County dedicated \$370,000 to make surface and other improvements along approximately 20km of the Millennium Trail. Now completely rehabilitated and riding available between Wellington and Picton.
- New infrastructure and 1st bike lane in Prince Edward County built in 2018 on Rednersville Road.

Southeastern Ontario (RTO9) – Katherine Hobbs, Brockville Tourism

- St. Lawrence Park is the only formal campground in the province that has an “Always room policy” for cyclists. In 2018, it saw 112 self-supported cyclists that camped for 173 nights. 55% were from Ontario, 29% from Quebec and 10% from the US.
- 2 Brock Trail improvements were completed including connecting the St. Lawrence River to the Mac Johnson Wildlife Area by an off-road, paved multi-use trail.
- Western Terminus of the 1000 Island Recreational Bike Path has seen further improvements.
- Currently exploring an active transportation plan for City of Brockville.
- Bike Corrals have been approved by local council, however yet to be installed.
- Hosted the 5th Annual Eastern Ontario Active Transportation Summit and incorporated an Ontario By Bike, half-day, cycle tourism workshop with panel discussions, round table discussions, and key note speakers.
- Brockville was voted #7 as an Active destination in Canada.
- Discussion continues regarding an international ferry service between Canada and US, now possible routing between Prescott to Ogdensburg that will allow bicycles. Currently bicycles not permitted to cross on bridges between countries. Bob Runciman, long time politician is leading the charge on this.
- 110 riders from Friends for Life Bike Rally and the Great Waterfront Trail Adventure overnighted in Brockville with 150 riders participating.
- 1000 Islands International Tourism Summit held in fall 2018 in Gananoque, where new border crossings were discussed and cycling was included in discussion.

Ottawa (RTO10) – Kelly Hausser and Chloe Drouin, Ottawa Tourism

- Summer cycling activities continued with a successful season for Sunday Bikedays in 2018 on Sir John A. Macdonald Parkway (9km) Colonel By Drive (8km). Popular with cyclists.
- VeloGO bike share program moved from hook-up stations to bike pens to improve user experiences.



- 10 new self-guided rural cycling routes and 4 urban cycling routes. Routes linked to Ottawa Tourism now promoting these assets through their website. Printable maps and digital resources available.
- For 2019 Tourism Prescott Russell received funding supported to install bike counters as well as the installation of wayfinding and washrooms along the Prescott-Russell Recreational Trail.
- Looking to expand the number of Ontario By Bike certified bicycle friendly locations in area.

Ontario's Highlands (RTO11) - Jeff Mills, Mississippi Mills Bicycle Month / Riding in Mississippi Mills (RIMM) (Notes sent)

- Working with Voyageur Cycling Route, City of Ottawa cycling staff and Ottawa Tourism, plus Lanark County, to create a multi-day cycling tourism loop using existing Trans Canada Trail, Ottawa valley Recreation Trail/Voyageur Cycling Route and gentle rural back roads.

Parry Sound, Muskoka, Almaguin Highlands Algonquin Park (RTO12) – Erin Smit, Explorers' Edge (RTO12)

- Updates to self-guided mobile tour BikeCottageCountry.ca including improvements to functionality including Trail Forks mapping for off-road routes and the integration of an Ad Manager to allow for showcase and promotion cycle and stay packages.
- Ongoing desktop research to identify new trails and routes that can included on the site, including as route audit that was completed to assist with new launch of site.
- Looking to include washrooms and water stations on the digital mapping, as well as new images and content from 2018.
- New content schedule for 2019 will be developed and utilize content creators for both on-road and off-road cycling experiences in the region. New itineraries to be developed and showcase local operators.
- RTO looking to work with Waterfront Regeneration Trust on the Great Lake Waterfront Trail Georgian Bay Circle Route expansion through the region.
- Content in 2018 highlighted new guided tours across the region.
- Working with MORCA (Muskoka Off-Road Cycling Association).

Destination Northern Ontario (RTO13a) - Jennifer McCourt, Discovery Routes Trails Organization

- Active cycling group, Almaguin in Motion partnered with Discovery Routes to help install road and trailhead signage along routes in Almaguin, north of Muskoka.
- Voyageur Cycling Route, a 630km cycling route from Sudbury to Ottawa continues to be developed.
 - Installation of wayfinding signage continues along the route between Sudbury and Mattawa (390km section).
 - Trailhead kiosks and bike repair stations have been installed in 10 communities.
 - Route expansion continues in the east from Mattawa into Ottawa and significant work is being done with a variety of municipal, tourism and advocacy partners.
 - A large portion will be incorporated on the Ottawa Valley Recreational Trail (called Algonquin Trail in Renfrew County), allowing for a nearly continuous off-road segment from Arnprior to Ottawa. Motorized and non-motorized users allowed on sections of the OVRT/Algonquin Trail.
 - Marketing Strategy being developed and has been submitted in Draft form for committee review and finalization.

- Participated in a successful Cycle Tourism Best Practice Mission to Quebec hosted by Destination Northern Ontario / RTO13 / TEN.
- Discovery Routes met with provincial Finance Minister and local elected MPP for Nipissing, Vic Fideli, to discuss the importance of trails and the work on the Voyageur Cycling Route. He recommended that Discovery Routes submit and participate in pre-budget consultations.

Destination Northern Ontario (RTO13a) - Maja Mielonen, Manitoulin Island Cycling Advocates (MICA)

- The 2018 Manitoulin Passage Ride was sold out last year.
- New Ontario Northlands' service to Manitoulin Island will allow for two bikes on bike rack on front of bike.
- In partnership with Destination Ontario, FedNor and MICA, 8 trailhead kiosks and 60 bike route signs were installed across the island.
- New, 4th Edition of the Manitoulin Island Cycling Map was produced (nearly 11,000 have been distributed to date).
- New website is now almost fully bilingual.
- Partnership with OPP to launch a positive reinforcement program.
- Shoulder season events having strong positive economic impact on the local economy, with local stakeholders increasingly recognizing their value.
- Four weeks of MICA's Alvar Bike All-inclusive Tours in 2018 and will be repeated in 2019, showcasing MICA members. 2 in June and 2 in September
- Also participated in a successful Cycle Tourism Best Practice Mission to Quebec hosted by Destination Northern Ontario / RTO13 / TEN.
- MICA updated a informative presentation to share with new, elected officials to illustrate the importance.
- 9th Passage Ride is in preparation and looking for grant support. Last portion and 16km of Hwy 6 received paved shoulders 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.

Destination Northern Ontario (RTO13b) - Michael Wozny, Lake Huron North Channel Cycling Route - Destination Northern Ontario

- The 370km Lake Huron North Channel Cycling Route, part of the Great Lakes Waterfront Trail from Gros Cap to Sudbury is now mostly signed and those sections on Hwy 17 have all received paved shoulders.
- Destination Northern Ontario / RTO13 has worked with many partners to host Crank the Shield a multi-day, backcountry mountain bike event to area. Participants took the Agawa Canyon Train, north and rode back over three days. 180 riders, 300 with support family and teams, as well as media participated. Will be run again in 2019.

Destination Northern Ontario (RTO13c) – John Cameron, City of Thunder Bay

- City of Thunder Bay is just starting with its development of cycle tourism.
- Exploring new mapping opportunities with various city departments.
- Early stages of developing rural loops, essentially making Thunder Bay a hub and spoke destination, due to limitation of safe cycling along northern highways.
- Looking at relationships between Thunder Bay and Grand Marais in the US, which has large mountain biking product and market.

CROSS PROVINCIAL UPDATES

Share the Road - Erica Townson

- Share the Road is currently consulting on a pre-budget consultations to present to provincial government.
- 11th Ontario Bike Summit is being held in Toronto on April 1-2, 2019. Call for proposals and more information to be released shortly.

Waterfront Regeneration Trust – Marlaine Koehler

- Waterfront Regeneration Trust is working with many partners across the province to continue expansion of the trail, including from Simcoe County to Sudbury. Soon over 3,000km of Great Lakes Waterfront Trail.
- GWTA 2019 will take place in Northern Ontario between Sault Ste. Marie and Sudbury. Many past GWTA participants are very interested to cycle in northern Ontario. Save the date: July 28 to August 2.
- 1000km Itinerary has been developed and showcases the entire Greenbelt Route and portions of Lake Ontario and Lake Erie portions of Great Lakes Waterfront. Mapping and information on line.
- Moving forward with key 2019 theme of 'Greenbelt to Great Lakes.'
- Excited for the launch of the Hambur Loop and looking to promote more of the regional loops available.
- 1000 Island Recreational Bike Path improvements continue. Eastern Terminus will see the installation of a formal parking lot, washrooms, bike rack and washrooms. Western Terminus will remove street curb to improve safety on crossing.
- Hopeful that Leeds/Grenville section of GLWT will see paved shoulder improvements. GWTA 2018 had an accident on this section that was due to soft shoulders.
- GWTA 2018 survey results document available in Partner Resource section of www.waterfronttrail.org website.
- Attended National Bicycle Tourism Conference in the USA. Pleased to see Ontario well represented with ex MTCS Minister Eleanor McMahon as speaker, and Ontario By Bike present.

Ministry of Transportation (MTO) – Mike Canzi

- In April announced the final alignment of province-wide cycling network. The ministry is instructing work on their portion of this network. With new government elected in 2018 and transition between Ministers, they are awaiting an opportunity to present to new Minister.

Ministry of Tourism, Culture and Sport (MTCS) – Pranab Shah

- Also have new Minister of Tourism, Culture and Sport
- Last Minister announced the development of a new Ontario Tourism Strategy, and consultations are underway for this.
- As with many ministries, many programs are currently on hold.

Destination Ontario – Nicole Leaper

- Destination Ontario has no updates.



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

- Also see slide deck at www.transportationoptions.org/obbip-ac-nov-22-2018

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 www.ontariobybike.ca/rides
- **Cycling Jerseys:** New & available at shows/events & on rides

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 website and e-newsletter, 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

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

Meeting hosted by and minutes prepared by:

Transportation Options



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

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