



Advisory Committee

Minutes of Discussion Section During Web Conference Wednesday, October 14, 2015, 10:00am–11:30am

On-Line / In Attendance: Norfolk County & Haldimand County (RTO1) Mark Boerkamp, Norfolk County; Niagara (RTO2) Sue Morin, Venture Niagara; Hamilton (RTO3) Daryl Bender, City of Hamilton; Huron (RTO4) Con Melady; Cambridge/Waterloo (RTO4) Matthew Sweet, City of Cambridge and Don Pavey, Tour de Grand; Toronto (RTO5) Christina Bouchard, City of Toronto; Simcoe County (RTO7) Brendan Matheson, Cycle Simcoe; Ottawa (RTO10) Megan Peckford and Catherine Frechette, Ottawa Tourism; Haliburton (RTO11) Sue Shikaze, Haliburton, Kawartha, Pine Ridge (HKPR) District Health Unit; Parry Sound (RTO12) Peter Istvan PSATC and Pedaling for Parkinson's; North Bay and Area (RTO13a) Jennifer McCourt, Discovery Routes Trails Organization; Manitoulin Island (RTO13a) Maja Mielonen MICA; Sault Ste Marie and Area (RTO13b) Andre Riopel, Velorution; Thunder Bay (RTO13c) John Cameron Thunder Bay Tourism; Lora Woolner, IMBA Canada; Ontario Trails Council, Patrick Connor; Ministry of Tourism Culture and Sport, Johanna White; Ministry of Transportation, Michael Canzi;

Transportation Options: Louisa Mursell (Meeting Chair), Michael McCreesh (Meeting Admin)

Provided Updates by Email: Essex County and Windsor (RTO1) – John Scott; Northumberland County (RTO8) Cori Arthur, Northumberland Tourism; Almonte and Mississippi Mills (RTO11) Jeff Mills, Riding in Mississippi Mills (RIMM).

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

Essex County and Windsor (RTO1) - John Scott

- The Herb Gray Parkway is currently under construction and soon to be opened.
- 20km of multi-use trails, and a network that will connect to exiting municipal trails.
- Wayfinding and interpretative signage, benches and lighting along paved trail system that will be 4m in width.
- Info and status on opening at www.hgparkway.ca

Norfolk County (RTO1) - Mark Boerkamp, Norfolk County

- Busy summer with lots of summer cyclists.



- Annual Tour de Norfolk event - almost 1,000 participants.
- Turkey Point Mountain Bike Fall Ripper event hosted September 27 – Over 56km of MTB trails. The MTB Club ran this event 47 vs 179 riders in 2015. Membership of the club is 150+.
- Black Bridge (a key attraction along rail trail in region) is celebrating its 100th anniversary August 2016.
- Applied an EOI for the Ontario Municipal Infrastructure Program in 2015. Project readiness, partnerships were identified as key application points.

Niagara (RTO2) - Sue Morin, Venture Niagara

- The region of Niagara is undertaking a Transportation Master Plan which includes a wayfinding component. Niagara is in need of consistent signage.
- Starting to plan a Niagara Cycling Tourism Summit in January. Please contact if you can offer advice.
- Conducted an audit with the Queen Street BIA in Niagara Falls. Partnered with the region on a pilot project to promote the Bike Friendly Business Network assisting BIA's to increase their bike friendliness.
- Produced a weather proof cycling map this summer which was extremely well received and will be re-printing early 2016.

City of Hamilton (RTO3) - Daryl Bender

- Sobi Bike Share showing great activity. Busy counting ridership, which appears to be growing.
- Updating three master plans (cycling, transportation and recreational trails). All with lots of interest from various stakeholders.
- New Trails Council is very active, including hosting the provincial Trailhead Conference in June.
- Inaugural Greenbelt ride was a great success.
- New City website. Hopefully deemed better for the tourist market (<http://goo.gl/abXhm4>).
- City of Hamilton is dealing with increased intolerance on multi-use trails between pedestrians and speeding cyclists. Addressing the issue of speeding cyclists by: temporary messaging to cyclists using sandwich boards, enforcement, and planning desirable parallel routes for cyclists to get them off of the multi-use trail.
 - Currently, the City of Hamilton's Transportation staff does not recommend painting lines on a trail as they can provide cyclists and other trail users with a false sense of security. Cyclists may in fact increase their speed if they believe they are travelling safely in their own lane, when in fact small children and residents with cognitive or sight issues may not notice painted lines.

Huron (RTO4) - Con Melady

- Regionally – Goderich to Guelph (G2G) Rail Trail – As of July 1st an abandoned right of way has been removed and now connects Huron County and West Coast to Guelph. The G2G Rail Trail is still very rough in sections. There are 5 sections that are working well. Other intermediate sections that are very rough.
- Huron County is working on an Active Transportation Strategy. Various municipalities have projects underway. Port to Point Trail proposal connecting Town of Goderich with Point Farms Provincial Park along a provincial highway right-of-way. Ministry of Transportation policies forbid such development and project has been under consideration since 2011.
- Starting to see municipal participation on various projects. Positive.

- Would like to see more involvement from the business community in supporting cycling.

Cambridge / Waterloo (RTO4) - Matthew Sweet, City of Cambridge; Don Pavey, Tour de Grand

- Waterloo Region joined the Ontario By Bike Network in June 2015, with steady growth in the number of businesses registered. Cambridge has 10 out of the 21 registered businesses in the region.
- Waterloo Region is working on a regional cycling map and will include tourism services and food businesses. Preparing for release in January 2016.
- Cambridge is developing its first wayfinding route, but aligning signage strategy with City of Waterloo, with City of Kitchener to follow.
- Region has a significant number of major bicycle events.
- 18th Annual Cambridge Tour de Grand. Close to 3,000 despite rainy weather. Limited walk-ins. 19th Annual Cambridge Tour de Grand to be hosted on June 12th 2016.
- Tour de Grand has assisted with the development of another regional bicycle event – Tour de Guelph.
- Region received an honourable mention as Bicycle Friendly Community, by Share The Road Coalition.

City of Toronto (RTO5) - Christina Bouchard

- Queens Quay multi-use path has opened and now connects the downtown portion of Toronto's Waterfront Trail from Etobicoke to close to Scarborough. The beautification of the waterfront is underway and the new path connects key cultural attractions and city destinations.
- Working on 10-year cycling plan; including enhancing connectivity from Queens Quay to other destinations north, such as Rogers Centre, Steamwhistle Brewery and the Toronto Railway Museum.
- Richmond and Adelaide segregated cycle tracks were installed on a pilot basis in 2014 and have been expanded to connect key neighbourhoods in Toronto including; Queen West, Trinity Bellwoods, Fashion District, Entertainment Districts and others across the centre of the city.
- Pan Am Games presented an opportunity to connect trails with the Pan Am Path. The 80km route goes from north-west area of city, along the waterfront and up to the north-eastern part of the city. Some art and cultural installations remain as legacy items.
- Toronto Parking Authority and Metrolinx have announced expansion of the Toronto Bike Share program.

Durham Region (RTO6) – Lori Talling, Durham Tourism

- Durham Region Planning Department is currently delivering a three-year regional cycling communication plan that will complement Durham Region Cycling Plan. To provide support, encourage cycling.
- New Cycle Durham website launched in June (www.durham.ca/cycledurham). Producing various communication materials, including a media/marketing plan and video.
- Key component of summer marketing initiative was 'Endless Trails', a promotion that was in partnership with Central Counties Tourism (RTO6). Trails continue to be a key component of Fall campaign.
- Cycling was included in the 1st annual Durham Festival, a region-wide festival. A one-day cycling event had to be cancelled due to low ticket sales. Something that will be reviewed for future years.

- New 13km trail was announced in September. Durham Mountain Biking Association-led initiative that was driven by volunteers.
- Lynde Shores Trail, a portion of the Waterfront Trail was opened this year.

Simcoe County (RTO7) - Brendan Matheson, Cycle Simcoe

- Installing 15 outdoor repair stations in Simcoe County, mostly along Cycle Simcoe routes.
- Cycle Simcoe was developed through an Ontario Trillium Foundation grant. It is now being brought in under Simcoe County Tourism for 2016.
- Still signing routes with RTO7 directional signage. New for this year, 1 metre rule signs, as requested by local cycling clubs.
- Simcoe County Loop Trail - 160km loop, starting in Barrie and continues through 9 municipalities. 90% is abandoned rail trail. Signing route in 2016 and launching in 2017.
- Actively promoting the Ontario By Bike Network throughout Simcoe County.

Northumberland County (RTO8) - Cori Arthur, Northumberland Tourism

- Submitted an EOI for the Ontario Municipal Cycling Infrastructure Program to complete additional work on cycling routes, waiting to see if it makes it to the next step of submitting an application.
- Have added signage to 5 cycling routes.
- Northumberland County looking at making a stand-alone cycling map in 2016, currently cycling routes on popular Outdoor Adventure Map.
- RTO8 – recognizing cycling as key market – with all 3 regions at different levels of development and marketing.
- Interested in hearing what other regions have planned for 2017 celebrations if any and in relation to Trans Canada Trail completion.

Ottawa (RTO10) - Megan Peckford & Catherine Frechette, Ottawa Tourism

- New Cycling Map in 2015 - 1st year in partnership between City of Ottawa, City of Gatineau, Outaouais Tourism and Ottawa Tourism. Next edition to come out in 2016.
- New interactive portion of the map will be launched in 2016, which will have various overlays. Tourism overlay, commuter overlay, as well as public washrooms and Ontario By Bike certified businesses.
- VeloGO – New Bike Share program in Ottawa, taking over from previous bike share program was relaunched this year. No direct data on ridership as of now, but anecdotally many seen riding these bikes around the city.
- Several cycle media FAM trips in 2015, both domestic and international. Media were taken along various itineraries, including some developed by Ottawa Tourism and Ontario By Bike. Great articles have been produced.

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

- Recently wrapped up online survey measuring cycling activity and spend in the county. The survey was open to all year and seasonal residents as well as visitors who cycle were asked about how much they spend on cycling and other services. Should have results in November.
- New updated bike map released in June.
- Workshop coming up in October regarding tourism and climate change and how it could affect the county.

- Share the Road Cycling Coalition: Save the date for 2016 Ontario Bike summit, to be held in Toronto, April 19-20.

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

- Lanark County Tourism Association developed and printed a Lanark County bilingual cycling map, spring 2015.
- Renfrew County hosted the second annual Eastern Ontario Active Transportation Summit in Pembroke last May.
- North Grenville is set to host the third annual Eastern Ontario Active Transportation Summit in Kemptville in May of 2016.
- Mississippi Mills hosted a successful 7th annual Bicycle Month with 34 different events in the 30 days of June.
- The Town of Mississippi Mills has completed an Active Transportation Plan and finally set to strike an Active Transportation Advisory Committee.

Parry Sound (RTO12) - Peter Istvan, Parry Sound Area Active Transportation Committee, Pedaling for Parkinson's

- Parry Sound and seven surrounding communities joined the Ontario By Bike Network in October 2014 with currently 29 certified bicycle friendly locations registered.
- Parry Sound Active Transport Committee (PSATC) working on a number of projects relating to safety and infrastructure along municipal roads.
- PSATC organizes several cycling events in the area.
- Pedaling for Parkinson's (5th Annual). Over 200 cyclists participated in 2015, with over 80% being from out of town.
- Town of Parry Sound and PSATC supporting the 8-80 initiative and as part of this hosted two Open Streets programs during summer 2015, where downtown Parry Sound was closed to vehicles.
- Georgian Nordic Ski Club opened some trails to mountain biking this summer. 100 members signed up in first year. Hosted two events this year, while two bike shops in Parry Sound host weekly rides. Aim is to increase the access to Fat Biking along these trails and in and around surrounding areas.

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

- Voyageur Cycling Route Feasibility Study and Implementation Plan now finalized and available to review at discoveryroutes.ca/VCRWG. Report identifies a 380km route between Deep River and Sudbury and follows the Trans Canada Trail west of North Bay. Discovery Routes Trails Organization will lead the implementation with the goal to complete Trans Canada Trail (TCT) sections prior to July 1, 2017.
- Ontario By Bike Network expansion into Nipissing and Northeastern Ontario as of May.
- Attempted to coordinate a road cycling event in September called Shred the Shed referencing the historical watersheds in the region. Unfortunately registration was too low to cover expenses; forced to cancel the event.
- New cycle map for the region is in the works. Funding dependent, to be ready by Spring 2016.
- North Bay and Callander submitted EOIs to the MTO Cycling Infrastructure fund for their respective sections of the TCT, that includes portions of the Voyageur Cycling Route.

Manitoulin Island (RTO13a) - Maja Mielonen, MICA

- MICA is working on third revision of the Manitoulin and Le Cloche Cycling Route and Roads map. Map has sold nearly 8,000 copies.
- HWY 551 – Recently received nearly two metres of paved shoulders and is key safe cycling infrastructure that will connect central Manitoulin.
- Celebrated 5th Manitoulin Passage Ride with 240 participants. The MS Chi-Cheemaun ferry brought 167 rides for this event, including riders from Wisconsin, Indiana, Michigan, Greater Toronto Area and northern Ontario.
- Looking to sign 800+km of cycling loops, however MTO forbids wayfinding on MTO roads. MICA has launched a petition with support from local MPP.
- MICA partnered with Four Elements and local elementary school students to develop site-specific sculptors and cultural installations along cycling routes and trails.
- Looking into feasibility of opening a 60km abandoned rail trail through Le Cloche Mountains to most westerly connection point to Killarney Provincial Park. Requires significant work to open, as much traverses privately owned (residential and industrial) land.
- Working with local committee to make Little Current a more cycling friendly community.
- Working with Northeastern Ontario Tourism (RTO13a) on cycling product, they have included cycling as an important sector.

Sault Sainte Marie and Area (RTO13b) - Andre Riopel, Velorution

- The Lake Huron North Shore Channel Route has been handed over to Waterfront Regeneration Trust. Aimed to be complete by 2017, including signage and routing.
- Having challenges negotiating partnerships and land agreements on Mountain Bike trails that fall on private land.

Thunder Bay (RTO13c) - John Cameron, Thunder Bay Tourism

- Thunder Bay Tourism is the RTO marketing lead for Northwestern Ontario and has identified several cycling opportunities. Looking to establish strategies for implementation.
- Have a road cycling product, a charity ride drawing 400+ cyclists, new gravity trail developed on local downhill ski hill, extensive bike lanes in Thunder Bay and hosted very successful X-Terra Triathlon in Sleeping Giant Provincial Park.
- Fat Biking is on the rise in the region and working with USA partners to emulate best practices in this sector.

CROSS PROVINCIAL UPDATES

IMBA Canada (International Mountain Biking Association Canada)- Lora Woolner

- IMBA headquarters in Boulder, Colorado becoming less focused on the international perspective and becoming more USA-centric in its programming.
- October 2014, IMBA Canada legally separated from IMBA USA. Strategic planning continues for IMBA Canada.
- IMBA Canada has gone through organizational restructuring and allowed to develop its own strategic focus.
- New mission statement means less emphasis on trails and more focus on supporting mountain biking community.

- IMBA Canada manages a "Trail Care Crew" program that is a team of trail experts that work with local municipalities to develop trail systems. Conducted 4 visits with Ontario communities in 2015.
- Held 10 "Take a Kid Mountain Biking Day" events in Ontario in 2015. Supported by MEC.
- Recognizing that local mountain bike communities are taking initiative to develop trails and tourism product; IMBA Canada has created a committee to help establish a national advocacy framework. Hoping to pilot such a framework in Canada next year.
- Attended MTB Tourism Conference in BC in October - mtbtourismsymposium.ca

Ontario Trails Council - Patrick Connor

- Ontario Trails reviewing a strategic plan from Ontario Trails Committee.
- Worked with partners on the G2G Trail Audit.
- In Durham, through National Trails Coalition, were able to fund the Lynde Shores and Waterfront Trail completion.
- Providing funding to Trans Canada Trail and Discovery Routes for the implementation of various signage initiatives in 2017.
- Trailhead Ontario Conference in Calabogie (Renfrew County) in 2016 is being hosted by Ontario Highlands Tourism Organization RTO11 (June 19-21) at Calabogie Peaks Resorts.
- Trailhead North will be held in Marathon, Ontario in June. Will likely be celebrating the Group of Seven Trail development.
- Leveraged Pan Am funds to remove trail blockage in Huntsville along Trans Canada Trail.
- Continue to work with the Georgian Bay Coast Trail. Pleased to be a bridge between the Wikwemikong Indian Reserve. The Georgian Bay Association is looking to come onboard. Next symposium set for March 2016.
- Just released a 'poster series' to help communicate the interface of the Ontario Trails Council.
- Still administering a Trails Certificate education program through Algonquin College.

Ministry of Transportation, Michael Canzi (*updated by Transportation Options*)

- The Ontario Municipal Cycling Infrastructure Program (OMCIP) received 144 EOIs from municipalities by the August deadline. Based on a review of the EOIs, 51 municipalities were invited to submit full applications. The municipalities have proposed a wide variety of projects, including some with a recreation or tourism focus. Applications are due by November 27 and final investment decisions are expected in February 2016.
- #CycleON: Province-wide Cycling Network - Consultants have been selected through a competitive process to identify a province-wide network of bike routes for the Ministry of Transportation. MMM Group is the lead consultant and will be supported by the Tourism Company, Transportation Options and Vélo Quebec. The project will include consultations with municipalities, stakeholders and the general public and is expected to begin early in 2016.

Ontario By Bike Network / Transportation Options, Louisa Mursell

- Also see slide deck at www.transportationoptions.org/obbip-ac-oct-14-2015
- **Reminder - Ontario Cycle Tourism Sector Report**
 - Report published late February 2015.
 - Download PDF at www.OntarioByBike.ca/from-niche-to-now with additional cycle tourism research at www.transportationoptions.org
 - 35+ documented sources of information, plus businesses and partners.
 - 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.
- **Recap - 2015 Cycling in Ontario / Le vélo en Ontario Publication**
 - Online At - www.ontariobybike.ca/2015
 - 35,000 copies distributed (25,000 in English & 10,000 in French)
 - Distributed at major consumer shows and cycling events, Ontario Travel Information Centres & regional/local visitor information centres
 - Tourism businesses, cycling clubs, bike retailers & outdoor apparel stores
 - Email Marketing / Social Media and Direct Mail Fulfillment
 - What cyclists thought?
 - 80%+ found it “valuable” when planning their cycling trip
 - 75% visited a destination featured in the guide
 - Over 40% visited a business featured in the guide
 - 70% shared the guide with friends or family
- **2015 Marketing and Promotions**
 - Ontario By Bike Network: now has 33 regions participating, over 1,000 business locations registered under the program. 59 workshops have been held with 1,720 workshop attendees.
 - Spring 2015 Workshops: Sarnia, London, North Bay & Mattawa, Brantford, Kitchener/Waterloo & Cambridge
 - Fall 2015 Workshops: Georgina (York Region) / other possible workshops in discussions
 - 2015 Site Visits conducted at 30 locations (Northumberland County / Halton Region)
 - New Website – Responsive design, improved navigation / user experience, French
 - New promotional video, played at all Ontario Tourism Info Centres – bit.ly/1ilwlc2
 - Ontario By Bike Rides 2015 (www.ontariobybike.ca/events/ontario-by-bike-tours) - x2 weekend cycling tours with 55+ recreational cyclists creating legacy cycling itineraries in Ontario – now available online.
- **2016 Updates for Marketing and Programs**
 - **Ontario Cycle Tourism Forum 2016 – Winter/Spring Conference in Toronto**
 - 3rd Ontario Cycle Tourism Forum (2009, [2013](http://www.ontariobybike.ca/2013))
 - Early March date (Save the date to follow shortly)
 - Planning stages and programme development underway
 - International speaker selection underway
 - Send us your input / who would you like to learn from
 - **Cycle Tourism Regional Research Project (Summer 2016)**
 - To be piloted in 3 sub regions from - RTO1, RTO3, RTO9

- An assessment framework to measure regional cycle tourism activity
- Mixed methodology (qualitative and quantitative research tactics)
- **2016 Cycling in Ontario / Le vélo en Ontario Publication**
 - Marketing partnership offer for print guide, online and at events
 - Suited to product ready destinations
 - Continued printing in French and distribution in Quebec.
- **Ontario By Bike Rides 2016**
 - Small group tours to be held in new regions in 2016. Format similar to 2015 rides.
- **Bike 150 Ontario**
 - Application under development for Canada 150 – Heritage Canada
 - Create and animate a number of new ride itineraries across the province to encourage people to actively celebrate Canada's 150th birthday and learn more about it cultural heritage.
 - Regional partners required, outreach underway. Contact for more information.

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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