



Advisory Committee

Industry Partnership Participant Updates June/July 2022

*(Meeting format change from web conference to
shared written updates, compiled by Ontario By Bike)*

Updates provided by: Tourism Windsor Essex Pelee Island; Oxford County; Hamilton Halton Brant – RTO3; City of Brantford; Halton Region; Waterloo Region & Explore Waterloo; Huron County; City of Toronto; Durham Region; York Region; Tourism Simcoe County; Northumberland County; Lennox & Addington County; Ottawa Tourism; Waterfront Regeneration Trust; Discovery Routes Trails Organization; Destination Ontario; Ministry of Transportation (MTO),

No updates: Venture Niagara; Norfolk County; Cornwall Tourism; County of Haliburton; Ottawa Valley/Renfrew County & Lanark County; Explorers' Edge – RTO12; Manitoulin Island Cycling Advocacy (MICA); Sault Ste Marie Tourism / Lake Huron North Channel Cycling Route; Share the Road Cycling Coalition; Ontario Trails Council; Ministry of Heritage, Sport, Tourism and Culture Industries.

Ontario By Bike/Transportation Options: Louisa Mursell (Meeting Chair), Peter McMurtry (Meeting Admin)

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 & Organizations Cycling Updates

Ontario By Bike

See Ontario By Bike's June/July 2022 updates in report format at:

www.transportationoptions.org/obbip-ac-june-july-2022

Or download directly here: www.transportationoptions.org/uploads/8/7/2/0/8720033/obbip_ac_-_june_july_2022_-_obb_updates_shared_info.pdf

Tourism Windsor Essex Pelee Island

Tourism Windsor Essex Pelee Island (TWEPI), in partnership with Ontario By Bike, provided bike-friendly certifications both for existing and new businesses. In total, the Windsor Essex region now has 60 businesses who have been certified.

- TWEPI continues to market cycling opportunities via our website, related blogs and social media posts.
- Ontario By Bike offered a fantastic 3-day excursion in the Windsor Essex area in mid-June, going from Comber to Windsor to Leamington and back.
- The City of Windsor promoted cycling trails at local events such as the Hiram Walker's Birthday Celebration and Open Streets Windsor.
- For the new Gordie Howe International Bridge (opening in late 2024), plans to continue with cycling infrastructure that connects a pathway to the City of Windsor and County of Essex are on track. A cycling route that connects nearby Matchette Road to Broadway Street and Ojibway Park are also moving forward.
- Open-source software is being used to create digital tools that will make it easier, safer and more fun for cyclists to navigate Essex County and Windsor. The new project is called C3Tech (short for City-County Cycling Technology). It is the result of a partnership between the County Wide Active Transportation System (CWATS), the Windsor Bicycling Committee, software experts at Parallel 42 Systems and non-profit Windsor Hackforge. Through community engagement, including town hall forums and hackathons, cyclists and developers will have the opportunity to contribute ideas, data and code to the initiative. The end result is a bicycle-oriented map which can be found here – WindsorEssexCycling.ca
- Windsor Eats has brought back their Friday Night Lights and Wine Trail Rides, which happen weekly.

Oxford County

- Installing bicycle repair stations and benches at key locations on the Trans Canada Trail.
- Launching two new gravel road routes for 2023
- Gravelocity is offering tours in Oxford County in 2022

RTO3 Hamilton Halton Brant Regional Tourism Association

Key projects:

- Brantford-Brant Signature Cycling Route – route development and wayfinding signage
- Supporting annual Paris to Ancaster Bike Race
- Encouraging product development with cycle-focused outfitters in Brant, Brantford



- Leveraging B2B relationships (international leisure markets) for packaging cycle experiences, region-wide
- HamBur Trail Stop and overnight packaging
- Great Lakes Waterfront Trail – trail stops and overnight packaging

Halton Region:

Several years ago, Halton received a grant from the Ontario Municipal Commuter Cycling Program through the Ministry of Transportation to put towards the construction of road projects and the incorporation of cycling components:

- As part of this funding, Halton is required to track and report on cycling activity on these new road projects.
- Halton has been surveying 5 areas of active transportation, including bicycle lanes and multi-use paths through counting cyclists.
- The purpose of the report is to show how new cycling paths benefit the Region. A map that shows the cycling network before and after these projects will be developed to show how these projects have further unified the Region's network.
- Tracking is ongoing and will be completed by Fall 2022.

City of Burlington:

- First protected cycling facilities in Burlington –Plains Road from Waterdown Road to Royal Botanical Garden
- Cycling Plan –endorsed by Council in March 2021
- Rural Active Transportation Strategy –Phase 2 of Public Engagement started in November 2021. Report going to Council in Q2 of 2022

Town of Halton Hills:

- New bike lanes on various roads
- New on road bike symbols for shared facility
- New paved shoulders for cyclists
- Bike Month 2021 Participation in partnership with CycleTO
- Bike rack installed at new youth centre
- Updated Active Transportation webpage

Town of Milton:

- Cycling campaigns – Milton participated in Bike to school in 2022
- Infrastructure improvements – As Milton rebuilds/widens roads, the Town will install on street bike lanes and Multi use paths. In all new subdivisions all collectors roads have on street bike lanes installed through the development process
- New or ongoing cycling planning projects – As budget permits, the Town will install on street bike lanes, sharrows, urban shoulders as per their approved TMP
- Milton is a 'Bronze Bicycle Friendly Community' (Share the Road Cycling Coalition)
- At Velodrome:
 - Velofix Halton was the successful RFP bid winner and has assumed all rental bike operations, in addition to providing full bike servicing, and opening The Fix - Powered by Velofix, a coffee & bike shop
 - A retrofit of the lighting took place on the infield of the velodrome—changing metal halides to energy efficient LEDs—lowering energy costs and consumption
 - Regular programming has resumed with cycling drop-ins and NCIM registered sessions as well as ongoing training from our high performance athletes through Cycling Canada and Ontario Cycling Association
 - Full schedule of races planned –Nationals, Provincials and NCIM race nights
 - Ontario Cycling Association primary hub

Town of Oakville:

- New cycling infrastructure (bike lanes, multi-use trails) 17 KM
- Outreach initiatives:
 - HaltonASST Hub Initiatives –School Travel Planning, Generation Green Project
 - Bike Month Promotion in partnership with CycleTO–online webinars
 - Smart Commute Initiative –Support Halton Employers
 - Two Bike Corrals in Bronte Village due to demand
 - Provide end-of-trip facilities at key town locations (bike lockers, bike repairs stations)
- 2022 Projects and Initiatives:
 - Bike Repair Stations at Community Centres
 - Comprehensive Data Collection Program
 - Crosstown Trail Improvements
 - New Raised On-road Bike Lanes
 - Feasibility Studies –Bike Lanes on Lakeshore Road, Sixteen Mile AT Bridge, Signal Detection, and Intersection Improvements
 - Lids for Kids –Bicycle Helmet Program
 - New Bike-Friendly Certification – Bronte Village BIA

City of Brantford

- Cycling Tourism in Brantford
 - Hub of Ontario trails – over 70kms of nature trails throughout Brantford that connect with neighboring communities
 - 5 Cycle shops
 - Tourism Brantford supports with assistance to grow the OBB network of bicycle-friendly businesses
- City of Brantford Active Transportation
- Trail Safety Audit
- Active Transportation Master Plan
- New Trail-Elgin Street
- New Bike Lanes-Henry Street
- Bike Month – June 2022 included:
 - Community Scavenger Hunt (June 1-30)
 - Bike to School Week (June 13-17)
 - Bike Pop ups
 - Community Bike Rides

Waterloo Region & Explore Waterloo Region

Explore Waterloo Region

Adding some information from the consultant who is working on the ACCELERATOR product development project for Explore Waterloo Region (Background: in April/May EWR held 3 very well attended Visioning Sessions with our members to get their input and ideas for new tourism product development for Waterloo Region. Cycling was one of the specific pillars that was targeted for product development. From those sessions and the feedback received, 20 experience concepts were then created):

- Regarding ACCELERATOR, based on all the feedback we received during our visioning sessions held in April and May, we will be launching our GTA research study June/July with approximately 20 experience concepts, three of which are dedicated to cycling. One is a fully supported three-day tour of the region, the second is a brewery tour by bike, and the third is an explore the farm stands by bike/gourmet meal/overnight glamping concept.



- Concepts that receive a strong level of interest - in the case of cycling, we understand that this is a niche activity and will take that into consideration - will be included in ACCELERATOR, with Explore Waterloo Region providing coaching and research support to selected partners, as well as content capture for marketing the experiences in 2023.

Waterloo Region

Making Sustainable Transportation the Easy Choice - New Infrastructure and Services for Residents and Visitors

ION LRT – General Information

ION light rail has 19 stations along the 19 km route

- Conestoga (Waterloo), Fairway (Kitchener), Continues as ION Bus to Cambridge
- Trains every ~10 minutes during peak travel times
- Connects seamlessly with GRT buses. One System, One Fare!

Cycling and Transit

- On GRT buses: All buses are equipped with 2-bike racks
- On ION: Bikes permitted on the vehicles!; Enter in centre double doors; Use designated space, hold on to your bike at all times; If train is full, you will need to wait for next train
- E-Bikes: Traditional bikes with electric motors are allowed on LRT vehicles; Full policy: grt.ca/bikes

Market Trail

- Unique "Rail with Trail" project from St Jacobs Market to ION LRT
- Connects ION LRT to Waterloo and Woolwich Trails Networks, and Trans-Canada Trail route to Village of St Jacobs
- Future connection from beyond Downtown Kitchener, through Waterloo, to St Jacobs Market
- Opens this summer

Transit Hub Trail

- Dedicated paved, lit, winter maintained trail connecting to ION light rail and future Central Station GO/VIA Transit Hub
- Connection to key active transportation network: Downtown Kitchener Protected Cycling Grid; Iron Horse Trail / Trans-Canada; Spur Line Rail Trail and GO
- Target Opening: end of 2022

Major Bike-Transit Infrastructure Investments

- The Region and GRT completed 11 major projects across the transit system
- Funded through Canada's Public Transit Infrastructure Fund in collaboration with the Cities - www.grt.ca/PTIF

Bike Share / E-scooters – Micromobility

E-scooter Pilot Program Launch

- Region and Cities have responded to MTO electric scooter (e-scooter) pilot and are updating local by-laws
- Effective July 1, 2022, Region and Cities (pending final approvals) permitting e-scooters on: All roads 50 km/hr or less; All roads with bike lanes, regardless of speed limit; On



The following are **NOT** considered e-scooters:



mopeds



mobility scooters



motor scooters

all boulevard multi-use paths - E.g., paved trails next to roads like Homer Watson Blvd;
Select paved recreation multi-use trails - E.g., Iron Horse Trail, Spur Line Trail, etc.

- Helmets required for all e-scooter riders, regardless of age
- Region and Cities launching (e)bike and e-scooter shared rental system - Releasing RFP in Summer 2022

Region of Waterloo Bike Map (2021)

- Region-wide summary of all bike infrastructure in Cities and Townships includes: Ontario by Bike's Bike-Friendly Businesses; Public Art; Scenic Historic Bridges; Hydrocut (premier mountain bike destination); Route Ideas
- Free Copies made available through OBB Businesses & Online: regionofwaterloo.ca/cycling



Huron County

New Huron County Cycling Master Plan

Huron County is working with WSP to develop a new Cycling Master Plan for Huron County. The new five-year plan for Huron County will be completed by end of December 2022. The plan will result in improved safety for all road users and identify a network of cycling routes in consultation with municipal Public Works Departments and the County's Cycling Routes Subcommittee. Cycling tourism components of the plan include a new Ontario's West Coast Cycling Map, the development of four cycling tourism itineraries for Huron County and a cycling tourism marketing plan. The County's Economic Development, Planning & Development and Public Works are managing the project.

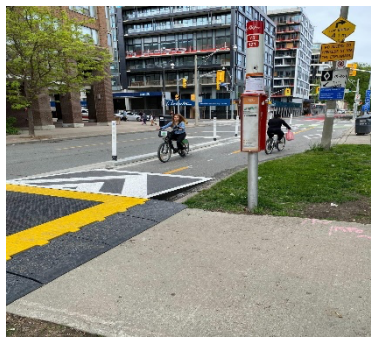
Seeing a spike in the number of cyclists visiting Huron County. Particularly pronounced on the G2G Rail Trail – www.g2grailtrail.com

City of Toronto

- In December 2021, Toronto City Council made permanent seven ActiveTO cycling routes that were installed in 2020 during COVID-19 restrictions to allow people cycling more space, access to amenities and a sustainable way of commuting. The pilot periods for the 2021 ActiveTO Yonge St cycle tracks and Bayview Ave multi-use trail were also extended into 2023.
- The City of Toronto's first [Cycling Year in Review](#) report was published on the cycling webpage in March 2022.
- The results of the 2020 [Shaw St road safety improvements](#) (installation of a cycling-only block, directional traffic changes and upgrades to the contra-flow bike lane) were released in April 2022. Overall, on Shaw St there was up to a 310% increase of cycling trips and a decrease of 8% to 60% of motor vehicle volumes after installation, and a reduction of motor vehicle volumes on adjacent streets.
- Extension of the two-way cycle tracks and additional road safety upgrades on [The Esplanade](#), and the extension of [Destination Danforth Complete Street](#), including physically separated cycle tracks, were completed in May and June 2022.
- Installation of two-way cycle tracks, multi-use trails, safe pedestrian crossings, bicycle signals and Toronto's first protected intersection at [York University and Downsview](#) was completed in May and June 2022.
- Addition of ZICLA platforms in the cycle tracks along The Esplanade, Yonge St and Bloor St E to provide an accessible loading zone while keeping people cycling safe and protected from motor vehicle traffic.



Shaw St cycling-only block



Two-way cycle tracks on The Esplanade, including ZICLA platform at bus stop



Yonge St cycle tracks



Toronto's first protected intersection at York University, featuring corner islands, bicycle signals, zebra crossings, shark teeth (yield markings), two-way cycle tracks and tactile walking surface indicators

York Region

- The Region has recently updated its [Cycling Map](#) to include the latest bike routes to assist individuals in planning their cycling route!
- The Region continues to make progress on the construction of the [Lake to Lake Cycling Route and Walking Trail](#), which is a north-south active transportation route running from Lake Ontario to Lake Simcoe. This recreational and commuter active transportation spine is currently 86% completed.
- The Region has begun initial design for the [South York Greenway](#) Cycling, Pedestrian and Micromobility Route, an east-west walking, cycling, and micro mobility trail which will span from the City of Vaughan, through to the City of Richmond Hill to the City of Markham.
- The Region recently completed a new 2022 Transportation Master Plan which includes information on cycling and active transportation initiatives for the next 30 years.

Durham Region

- The Region added 6km of cycling infill routes in the urban areas as part of the Ontario Municipal Cycling Commuter Grant.
- The Region has secured two new dedicated positions for active transportation and hiring will take place later this year to fill these positions.
- The Region is eagerly awaiting news from our application to the Federal Active Transportation Fund, where several new planning and infrastructure projects were applied for.
- Between 2021 and 2023, the Region will have installed over twenty crossrides and bicycle signal heads, with many more are in various planning phases for future years.

- The Region, in partnership with its area municipalities and community partners, hosted a series of Bike Month events to promote cycling including a Bike Month pledge, region-wide cycling challenge, Bike Month Bingo and a cycling scavenger hunt photo contest. Collectively, participants logged 2,124 km by bike and saved 551 kilograms of GHG emissions.
- In June, the Region hosted an e-bike and e-scooter demo for the public to learn more about e-mobility devices and safe operation as outlined in the new [Regional Electric Kick Scooter By-law](#). Vendors were available on site with e-bikes and e-scooters for people to try.
- Throughout 2022 we have seen 45,232 trips by bike according to Strava data for leisure and commuting. We have seen an 85% increase in weekend trips within the last month and 55% increase in visitors travelling by bike to the Region in the last month as well.
- Trail Hub opens in the Township of Uxbridge - Nestled in the centre of the East Duffins Headwaters and Durham Forests network of trails, Trail Hub is a community HUB for mountain bikers, hikers, nature lover, snowshoers & cross country skiers to access over 240km of local trails. (trailhub.ca)
- Chris Mitchell cycles through York Durham Headwaters and shares his three top rides in this blog [Cycling in York Durham Headwaters: 3 Routes to Get Better Acquainted with the Best of the Region — travelingmitch](#)

Simcoe County

- Launched the Great Lakes Waterfront Trail section in Simcoe this spring. Route can be found on our website, as well as layered on our 3 regional printed maps. And the GLWT event is coming to Simcoe County in August – 150 participants over 5 days.
- Printed less maps this year – 8,000 of each instead of 10k. Going to see if we get more GPS and Google map downloads this year.
- We received \$100,000 in provincial grants funds (tourism relief fund) and have purchased 17 bike racks, 17 repair stations and 17 benches, with the plan of installing 'trail hubs', 1 in each member municipality in Simcoe County. Each hub will then be custom decorated by a commissioned artist.
- Hardwood Ski and Bike is hosting National MTB Championships in July. We are celebrating the 25th year since Hardwood first held National Champs back in 1997. Keep your eye out for a video series promoting the event on FB and Instagram, leading up to the event.
- The Simcoe County has a MTB exhibit, highlighting the history of mountain biking in Simcoe County. You can check out the past Olympians custom bike and all things mountain biking from the past.

Northumberland County

- We have ordered 5 Greenspoke Bike Repair Stations (with counters to help us monitor use) and through the feedback of our Northumberland Hills Cycling Club and local Bicycle Action Committee will identify where the best locations to place them which is obvious or frequented by our cyclists. So when you cycle in Northumberland (late fall) look out for our bright green bike repair stations should you require simple bike repair! (Likely going to be in Port Hope, Cobourg, Harwood (near Rice Lake), Campbellford and Brighton). We will place a QR code on each and this will direct them to our NorthumberlandTourism.com/cycle website where they can find more information on cycling routes, link to video on how to use the bike repair station, local bike& repair shops and cycling clubs, etc.
- The [Northumberland Hills Cycling Club](#) is now offering a guest rider program with online registration. This is a great opportunity for visitors and locals to ride with other

recreational cyclists and see if they would like to join the club. Various rides for different levels.

Lennox & Addington County

- Lennox & Addington County continues to widen shoulders when county roads are resurfaced. County Road 1 from Napanee to Camden East is being done in 2022. More information is available about our road routes at www.countytrails.com
- Tickets are on sale now for the 2022 Discover L&A Ride on September 24th. You can learn more at www.discoverride.ca
- The L&A County Forest Trails in Flinton was hit hard by the May 22nd storm. Many trees were damaged and cleanup is ongoing. The 10km of trail is now closed but we hope to open late summer/early fall. More information about off-road trails are available at www.countytrails.com

Ottawa Tourism

- Ottawa Tourism has launched the summer marketing campaign [Unofficial Museums](#), whereby local businesses are highlighted to show their contribution to the local culture. This includes The Unofficial Museum of Rolling Around Town (Escape Bicycle Tours and Rentals), The Unofficial Museum of Choose Your Own Adventure (RentABike), The Unofficial Museum of Scenic Cardio (Rideau Canal – UNESCO World Heritage Site), and many more!
- Ottawa Tourism has also launched a [3rd Night On Us](#) campaign where visitors to participating hotels between June 1 and October 10 who book through the Ottawa Tourism website receive a credit for the third night of their stay in Ottawa.
- To encourage residents and visitors to get active and enjoy the city, [NCC Weekend Bikedays](#) continues this summer until October 10 with sections of Sir John A. Macdonald Parkway and Sir George-Étienne Cartier Parkway open for active use on weekends. A section of the Queen Elizabeth Driveway is open 24/7 for active use until Labour Day (at which point the schedule shifts to weekends), and Gatineau Park's parkways are reserved for active use most of the time, excluding Wednesdays, Saturdays, and Sundays after 1:00pm.
 - On most weekends, CAA offers a Rest Area on Sir John A. Macdonald Parkway, near Island Park Drive. There are picnic tables and parasols to take a break, and a bike tune-up service and repair station for quick fixes.
- Cyclists should be aware that there is a closure of the sections of the pathway behind Parliament Hill due to work on various projects along the Ottawa River. [Current closures](#) include a section of the pathway behind the Supreme Court of Canada; detours are in place.

Discovery Routes Trails Organization

- Launched a digital campaign in May to promote the Voyageur Cycling Route self-guided [Experiences](#). The summer/fall digital campaign will align with local and regional events, including the [Ontario Road Race & Criterium Championships](#) in North Bay in August.
- Launched the Voyageur Cycling Route [Facebook Group](#) in June. This is an online community for cycle tourists of all cycling modes to connect with local cyclists and Discovery Routes.
- Stay tuned - we are introducing a new gravel and bike packing experience in early July, along the Old Nipissing Ghost Road.

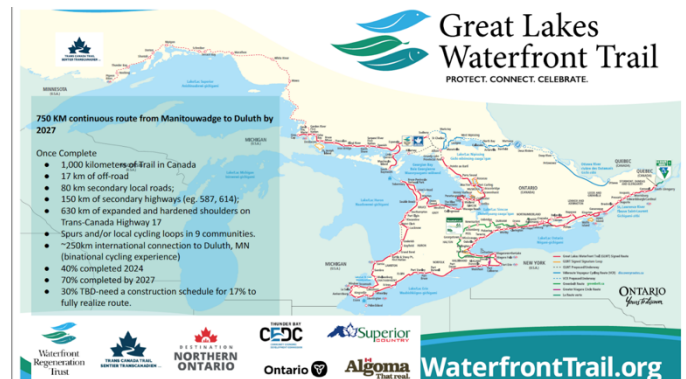
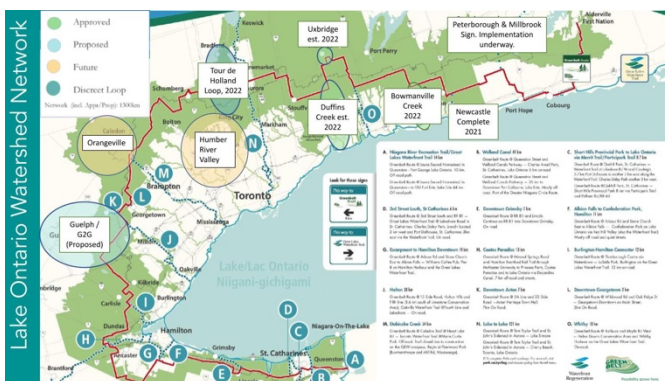
- Commenced with our 7th annual [Recycle Bikes](#) volunteer-driven program, that accepts bicycle donations, refurbishes them and redistributes the bikes back to the community to individuals in need.

Waterfront Regeneration Trust (WRT)

- Phase 2 of the Lake Superior Expansion is commencing with support from DNO, TCT and Superior Country, Algoma Country and the CAA.
- Submitted applications for close to \$1.5M capital improvements that if successful will result in wayfinding improvements and creation of dedicated trail in Lakeshore.
- Volunteered at OBB booth at the Outdoor Adventure Show - well-attended. Great to speak with new cycle tourists who are informing the recreational cycle tourism market, post-pandemic.
- Completed a major wayfinding refresh in Niagara Region with TCT. Still need to work on North Service Road though.
- GWTA 2022 event will launch the Simcoe County expansion. 160 participants from 5 provinces and 5 US states.
- Hosting a Ride with GPS intro and demo for GWTA participants. 57% interested to learn more about the app. 27% prefer paper. 16% already use navigation app.
- WRT and Greenbelt Foundation hosting 2nd Farm Fresh Tours – September 17 and 18th featuring the Highland Hustle.
- WRT and Greenbelt Foundation installed 10 bikes in 8 locations this summer to help support businesses and encourage cyclists to stop
- WRT and Greenbelt Foundation expanding Lake Ontario Watershed Network adding 6 new signed connections and one discreet loop to network.
- Phase one underway to construct a boardwalk and trail connection from Waterfront Trail at Rouge Beach north to the Glen Rouge Campground and the rest of the Rouge Park.



Great Lakes to Greenbelt Bike Rack Installation Project



Ministry of Transportation (MTO)

- Progressing with work on the Provincial cycling network that was released in spring 2018, which included 32% of routes on MTO Roadways and 68% of routes off MTO Infrastructure.
- Since the plan was released, MTO has installed 1,900km of active transportation facilities along network, additional 250km has been forecasted to be completed by end of this construction season.
- Remainder of the outstanding network is expected to be built within the next 5 years.

Destination Ontario

As we know cycling has always been a motivator for travel. Destination Ontario has a cycling area on www.destinationontario.com. We will also continue to provide content on the site. The site contains cycling content and includes links to Ontario by Bike and other cycling partners. Also, content lives on our Northern website as we have seen growth in cycling in Northern Ontario - www.northernontario.travel

Northern Portal Content

- Cycling has been a naturally growing section of the [Northern Portal](#) by creating new engaging content
 - 23% increase in pageviews Year of Year for 2021/22
 - Leads increased 57% year of year for 2021/22
 - 14 articles about cycling were published in 2020/21
 - 19 articles about cycling were published in 2021/22
- With the growing popularity of cycling in the north several pieces of new content for 2022/23 is in the planning process

Destinationontario.com

- Currently working on two content articles to be published on destinationontario.com and additional Fall articles will provide content on destinationontario.com

Ontario Marketing Campaign

- Cycling has been featured in the Spring/Summer Market Plan targeting Ontarians
 - Fall 2021 – Direct to Operator ad featuring [Red Pine Tours](#) from Sault Ste Marie
 - Summer / Spring 2022– 2 cycling articles were featured
 - [11 Best Bikepacking Routes in Ontario Right Now](#)
 - [5 of the Best Cycling Holidays in Ontario for Summer 2022](#)
 - Summer / Spring 2022 featured a direct to operator ad for [Manitoulin Island Cycling Advocates](#)
 - Planning for Fall 2022 which will feature Ontario by Bike and cycling in an article

Familiarization Tours (FAMS)

As things are opening up, so are the number of FAMS that Destination Ontario is hosting. Destination Ontario hosts numerous FAMS that promote cycling. Destination Ontario will be hosting Pink Bike, Sault Ste Marie, Algoma & North Bay just to name a few.