



# Advisory Committee

## Minutes of Discussion Section during Web Conference Tuesday, May 15, 2012, 10:00 am–11:15am

**In Attendance:** Alan Medcalf, Andre Riopel, Barrie Martin, Chris Baird, Christina Bouchard, Con(rad) Melady, Cori Arthur, Daryl Bender, Don Pavey, Eleanor McMahon, Howard Pulver, Igor Hoogendoorn, Jeff Mills, Jennifer McCourt, John Scott, John Sustersic, Keri Hyde, Kristi MacDonald, Louisa Mursell, Maja Mielonen, Megan Peckford, Marlaine Koehler, Michael Canzi, Nick (Ottawa Tourism), Pauline Craig, Phil Bergen, Steve Bruno  
(26 on web and 25 by audio)

**Minutes by:** Transportation Options

Full recording of web conference and slide deck are available at:  
[www.transportationoptions.org/owcp-ac-may-15.html](http://www.transportationoptions.org/owcp-ac-may-15.html)

### Cycle Tourism Research Gaps / Research Suggestions:

- Improving infrastructure – Central location for more Ontario information on paved shoulders, costs, best practises, strategy to justify need for paved shoulders.  
*Kristi MacDonald, The Bike Shop in Gravenhurst*  
Some resources and research available at [www.sharetheroad.ca/research-s11714](http://www.sharetheroad.ca/research-s11714). Also through Ontario Good Roads Association
- A core set of questions to ask cyclists. There are several smaller event based questionnaires and information collected independently in Ontario. Having a core set / template based set of questions to collect a wider range of consistent data may be useful. Questions may include: How do you as an Ontario resident view the cycling sector / cycle tourism opportunities?
- Need for research that works together and all points to same end.  
*Marlaine Koehler, Waterfront Regeneration Trust*
- A tool to measure economic impact of cycle tourism and value of cycling activities in a smaller community. *Barry Martin, Yours Outdoors*
- A strategic planning model. We worked on a Manitoulin strategic paper – One that would cover all of Ontario, vs. just local area, would be beneficial.  
*Maja Mielonen, Manitoulin Island Cycling Advocates (MICA)*
- Split between road riding and trail riding. Investigating the crossover. People



interested in trail riding might be interested in something different than road riders. An investigation on how these attitudes and motivations crossover to other sports, for example cross-country skiers, who seem to be more like cyclists. *John Sustersic, Hardwood Ski & Bike*

- Establishing useful metrics for value of cycling in Ontario. New study being commissioned by Share the Road, with Conference Board of Canada will look at some of the same metrics used in 2007 'Valuing Benefits of Cycling' study in England. This would be a cross Canada study. *Eleanor McMahon, Share the Road*
- Health benefits of cycling research papers have proved to be helpful. *Maja Mielonen, Manitoulin Island Cycling Advocates (MICA)*  
There are several pre-existing in Ontario including City of Toronto (April 2012) and Niagara Region (underway).
- Trail usage – coordinated central place for collection and examination of information collected by municipalities. Hamilton using heat sensor counters installed fall 2011.  
Pneumatic tubes used in City of Toronto.  
Potential for municipalities to coordinate.  
*Daryl Bender, City of Hamilton --- Christina Bouchard, City of Toronto*
- Examination of retail trends around cycling. This can provide useful information.
- Businesses capturing info from surveying cycling customers/guests. This could assist with connections on product side. *Steve Bruno, OTMPC*

## General Notes & Announcements:

- OTMPC (Ontario Tourism) is just completing a motivational travel research study, which may include some cycling questions.
- IMBA – International Mountain Biking Association has lists of mountain biking clubs and info for Ontario, on-line.
- Andre Riopel, Velorution, Sault Ste Marie – Reports a healthy increase in sales and North Shore Bicycle Route development underway.
- War of 1812 routes, while not cycle specific, can be found at [www.discover1812.com/page/plan\\_your\\_trip](http://www.discover1812.com/page/plan_your_trip)
- Windsor Bike the Bridge event – Sunday, June 17 - [www.bikethebridge.wordpress.com](http://www.bikethebridge.wordpress.com)
- Great Waterfront Trail Adventure – July 14-21 - [www.waterfronttrail.org](http://www.waterfronttrail.org)
- Tour de Grand – Cambridge June 10 – [www.cambridgetourdegrand.com](http://www.cambridgetourdegrand.com)
- Bruce Manitoulin Passage – June 2 & 3 - [www.manitoulincycling.com](http://www.manitoulincycling.com)
- Mississippi Mills Bike Month – June – [www.mmbicyclemonth.ca](http://www.mmbicyclemonth.ca)
- IMBA Ontario Trailblazing Festival – at Hardwood Ski & Bike – August 18 & 19 - [www.mtbonfestival.com](http://www.mtbonfestival.com)

