



Advisory Committee

Minutes of Discussion Section during Web Conference Wednesday, October 3, 2012, 10:00 am–11:15am

In Attendance: Cori Arthur, Daryl Bender, Phil Bergen, Christina Bouchard, Steve Bruno, Kristyn Chambers, Pauline Craig, Vincent de Tourdonnet, Erica Duque, Igor Hoogendoorn, Tom Kearney, Marlaine Koehler, Kristi MacDonald, Jennifer McCourt, Eleanor McMahon, Barrie Martin, Alan Medcalf, Don Pavey, Howard Pulver, Andre Riopel, John Sustersic,

Transportation Options: Louisa Mursell (Chair), Caroline Schutrumpf (Minutes)

With Regrets: Chris Baird, Michael Bertuzzi, Michael Canzi, Wayne Chan, Melissa Claxton-Oldfield, Con(rad) Melady, Michelle Harris, Megan Peckford, Jeff Mills, Nathan Petrie

Provided Updates by Email: Maja Mielonen, John Scott, Christina Bouchard

Audio recording of web conference is available at:

www.dropbox.com/s/5lpg9cs0b6y1rka/owcp-ac-oct-3-12.mp3

ACTION ITEMS

- Anybody connected to cycling businesses with products and events, contact Steve Bruno – would like to build inventory from a marketing standpoint for 2013 steve.bruno@ontario.ca
- If working with groups trying to fund, build, maintain, operate, etc. trails – OTC now has trails education courses, IMBA affiliated - www.ontariotrails.on.ca/courses
- *OTC Liability and Insurance Survey* - Respond and forward to trail operators in their region
Long Form Link - www.surveymonkey.com/s/liabilityLONGform
Short Form Link - www.surveymonkey.com/s/liabilityshortform2012
DEADLINE: Wednesday October 24th, 2012
Also ongoing *Trail Reform Now* survey - www.surveymonkey.com/s/trailsreformsurvey2010
- Feedback on regional representatives and feedback on what would be valuable from Ontario Cycle Tourism Conference 2013. Email cschutrumpf@transportationoptions.ca

LINKS

- For Bike Summit examples: *Peterborough Bike Summit presentations* - www.p-bac.org/?page_id=187
- Highland Wheeler www.youtube.com/watch?v=Q4cM-vep96o (Video 1 of 4)
- Velo Quebec Research: www.velo.qc.ca/en/pressroom/Bicycling-in-Quebec-in-2010-Velo-Quebec-releases-results-of-five-year-study-



REGIONAL UPDATES (Using Ministry of Tourism RTOs as geographical reference points - www.mtc.gov.on.ca/en/regions/regions.shtml)

Transportation Options

- Research project underway in partnership with Ryerson School of Hospitality and Tourism Management investigating the economic impact of different types of cyclists to be completed December 2012. The study incorporates points from the May OWCP meeting.
- Ontario Cycle Tourism Information Centre with new cycling maps and information from various regions was a popular booth at numerous spring, summer, and fall events.
- Welcome Cyclists Network new regions added: Peterborough & Kawartha Lakes (RTO8), Haldimand & Norfolk Counties, Haliburton County and Grey County. 20,000 summer web hits with Events, Great Places to Cycle, and WCN Map as the most visited pages.
- Planning the Ontario Cycle Tourism Forum 2013 early next year with the theme: ***Bikes Mean Business: Celebrating and capitalizing on Ontario's growing cycle tourism industry.*** See web conference slides for more info.
- The 2009 Ontario Cycle Tourism Forum had 160 participants and international and Ontario speakers.
- More info on how OWCP Advisory Committee participants can represent their region at conference is forthcoming.
- Any additional conference input is welcome via phone or email: cschutrumpf@transportationoptions.org
- Louisa Mursell, Transportation Options

RT01

- Working on including cyclists in new cross-border connection between Detroit and Windsor. Dedicated bike lanes are requested for the new Detroit International River Crossing bridge. US preliminary plans for the New International Trade Crossing include bike lanes. www.m-bike.org/blog/2012/10/01/bicycling-between-detroit-and-windsor-by-bridge-ferry/
- John Scott, Councillor- Town of Essex

RT02

- Niagara Bike Summit on Friday October 5, 2012. www.sharetheroad.ca/niagara-bike-summit-s15734
- Updating bike map – Will still issue a hard copy but looking to develop mobile apps.
- Phil Bergen, Niagara Region

RT03

- Continuing to add bike lanes.
- City of Hamilton has endorsed paved shoulder as part of proposed Provincial legislation. www.hamilton.ca/NR/rdonlyres/9CBFF28C-5202-4534-9064-6C499517E3A5/0/Sep17EDRMS_n352483_v1_8_1_PW12067.pdf
- Brant County, Brantford, and Norfolk are working on a new cycling route, Brock's Route, to promote Active Transportation routes connecting all counties including City of Hamilton.
- Daryl Bender, City of Hamilton

RT04

- Creating neighborhood cycling route maps of easy 7-11 km rides for recreational cyclists.
- Record numbers at Tour de Grande with 2,200 cyclists. www.cambridgetourdegrand.com/
- Don Pavey, Waterloo/Cambridge



RT05

- The current top priority is the City-wide Trails Plan. The audit, feasibility assessment, and Council approval are complete and now 77 km of new bikeway trails will be built over 1-5 years. Additional repairs will be made on the existing 286 km network, for \$45M investment in bikeway infrastructure. www.toronto.ca/cycling/network/pdf/trails_project_table.pdf
- Waterfront Toronto is addressing the gap between Toronto City Centre and the waterfront Trail. At October's Public Works Meeting, bike lanes bills were rescinded as part of the process to create a dedicated bi-directional multi-use trail between along the downtown portion of waterfront.
- There is dedicated funding to start work with the Welcome Cyclists Network to install gateway signage, and help expand the program to Toronto.
– **Christina Bouchard, City of Toronto**

RT06

- Development of a Durham Region Welcome Cyclists Map highlighting on-road cycling routes and cycle friendly businesses is underway and will be published in early 2013.
– **Kristyn Chambers, Durham Tourism**

RT07

- Formed a pilot Cycling Committee. Mapped Oro on-road routes with GPS and will have a map ready in early February 2013.
- RT07 board member is a manager of Simcoe County Tourism and will be attending Grey County Welcome Cyclists Network Workshop.
- Identified a recreational cycling loop and will mark and map it.
- Barrie Cycling club took over a trail from the county and worked with IMBA to develop a new official mountain biking trail. – **John Sustersic, Hardwood Ski & Bike**

RT08

- \$150,000 of road surfacing as part of Northumberland Cycling Master Plan.
- Adventure Map is in second reprint and top downloaded resource on-line. www.northumberlandtourism.com/en/resources/Northumberland_2010_web2.pdf
- Some loops re-aligned. Added to Google Maps so can monitor downloads.
- Trans-Canada Trail development www.tctrail.ca – **Cori Arthur, Northumberland County**

RT09

- Great Waterway published a series of cycling routes with maps, directions, and attractions. www.thegreatwaterway.com/cycling/itineraries
- Waterfront Trail Route seems to be busier this year with lots of instructive feedback.
- St. Lawrence Parks Commission is actively seeking funding to repave 1000 Island Parkway Multi-Use Trail. – **Alan Medcalf, Brockville Cycles**

RT011

- Haliburton Highlands Cycling Coalition maps - www.cyclehaliburton.ca/maps.htm
- More funding for Share the Road programs and paved shoulders
- Active Transportation for Rural Communities has been implemented
- New Mountain Biking Club, who are developing new trails at Glebe Park
- Just hosted a Welcome Cyclists Network Workshop
- Unique marketing – developed a series of videos about the phantom Highland Wheeler www.youtube.com/watch?v=Q4cM-vep96o
- Friends of the Rail Trail – presented a plan to transition ATV-dominated rail trail to

- greenway - www.friendsoftherailtrail.ca
- Offering unique cycling tours combining biking and local artists - www.yoursoutdoors.ca/packageversions.php?id=18 - **Barrie Martin, Yours Outdoors**

RT012

- Huntsville hosted an Active Transportation Day
- District of Muskoka is paving shoulders on all secondary district roads
- Moving forward with an Active Transportation Master Plan – All new subdivisions have to consider how cyclists will move around the developments
- With Ryerson University, new Town Plan with Active Transportation
- New cycling map is underway, will connect to a website
- Cycling and mountain biking has expanded in Muskoka
- **Kristi MacDonald, The Bike Shop in Gravenhurst**

RT013

- Active Transportation plan being enacted in Callander
- New trail map is coming with new routes and information
- 65 new trailhead signs for mountain biking and hiking in the region
- Discover Routes provided information at high traffic tourist information centres and kiosks
- **Jennifer McCourt, Discovery Routes Trails Organization based in North Bay**
- Increase in cyclists, from Canada and abroad
- 3,500 web site visitors since launch in spring 2012
- 2nd annual Manitoulin Passage Ride in partnership with Chi-Cheemaun Ferry had 83 riders
- Gathering statistics from Welcome Cyclists participants
- Little Current is getting bike racks on Main Street
- First Manitoulin Bike Map was produced in spring 2012 and sold 2,500 copies to date
www.manitoulincycling.com
- Working with MTO for more paved shoulders and with municipalities on adding hardtop on corners and up hills
- Looking into luggage transportation options for 2013 with local Community Futures Development Corporation - www.lambac.org
- 3rd Passage Ride coming up next spring - Check them out on Facebook
- **Maja Mielonen, Manitoulin Island Cycling Advocacy**
- Completed study for Lake Huron North Shore Bike Route and moving into Phase 2, implementation from Sault St. Marie to Sudbury
- It would be a good goal to have an Ontario-wide Bike Network to maintain same standards across the province
- Need \$7M to pave shoulders for Highway 17, Sault Ste. Marie - **Andre Riopel, Velorution**

Highway 11 & 69 – Bikes are banned along 4-lane highway between Gravenhurst and North Bay. Currently there are no route options for cyclists from Huntsville to North Bay.

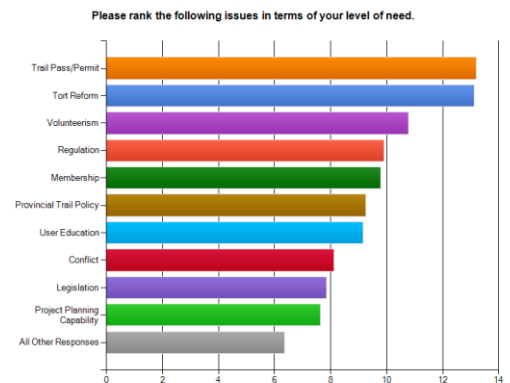
Cross Provincial

- Still a lot of interest in cycling around Niagara. Expanded routes around Belleville.
- Issues: Can't rent bikes in some areas, paved paths, cost of luggage transfer
- **Howard Pulver, Bike On Tours**



- Establishing relationships between community and area land managers where stewardship has been a challenge due to little public involvement– successful event at Hardwood Ski & Bike on private and county trails,
- Trail development and excellent communications in Short Hills (Southern Horseshoe), Christie Lake Conservation Area (Hamilton), Harold Town (Peterborough), The Bruce, Ottawa
- Continued response to demand and will provide more for tourists to explore
– **Igor Hoogendoorn, IMBA**

- The Ontario Trails Council (OTC), in follow-up from a recent survey, identified liability-insurance-tort reform as key issues for trail operators, including trails of all types where cycling of any type is a permitted activity. For follow-up with the Ministry of Tourism & Sport, OTC would like to collect additional information from trail operators.



- Trail Priorities survey answered by 43 organizations indicated Tort Reform and Trail Pass Permit as the two highest need areas.
- OTC now has trails education courses, especially IMBA trails building - www.ontariotrails.on.ca/courses
- Currently conducting *OTC Liability and Insurance Survey* to take to Ministry. Respond and forward to trail operators in their region before Wednesday October 24, 2012.

Long Form Link - www.surveymonkey.com/s/liabilityLONGform

Short Form Link - www.surveymonkey.com/s/liabilityshortform2012

- Still welcome feedback on the ongoing *Trail Reform Now* survey - www.surveymonkey.com/s/trailsreformsurvey2010

Information provided by Ontario Trails Council board members

- New research is near completion. (Update from MTCS Tourism Research Unit: The Consumer Insight Research is a major segmentation study in key North-American markets. It is different from TAMS as it focuses on trip characteristics, but also has some motivations information. The results are not yet released. The research supplier is currently finalizing the segmentation model, and we will start rolling out the results to our study partners in November. We will post results on our website at tourismpartners.com under research. We anticipate this will happen towards the end of the year.)
- Market province in all activities but do recognize growth and opportunity in cycling
- Active social media – 20,000+ on Facebook: Outdoor Ontario. This is an opportunity to post cycling events.
- Featuring cycling in October on Outdoor Adventure calendar. Printed 250,000 in 2012.
- Photo shoots took place in Manitoulin and Haliburton. Featuring cycling in Shelbourne in 2013 Calendar
- OTMPC wants to develop an inventory of cycling related businesses and events. Email Steve Bruno directly at steve.bruno@ontario.ca with information.
– **Steve Bruno, OTMPC**

- 10 Share the Road Rides across Ontario this summer with great turnouts, community events and participation and 5 Bike Summits - Durham, Sarnia, Peterborough, Halton, Niagara
- Ontario Bicycle Policy will be released in the next 3-4 weeks with ongoing conversations about the consultation process that will accompany the Policy's release



- Working on the Coroner's Review recommendations with a variety of partners including the OPP, Ontario Association of Chiefs of Police and CAA
- 18 bike friendly communities in Ontario now - 30% of the population lives in a Bike Friendly Community! - **Eleanor McMahon, Share the Road**
- Lake Erie Waterfront Trail – largest expansion of trail in history – adding 600 km from Niagara along Lake Erie to St. Clair for a total of 1400 km from Windsor to Quebec
- Getting signage installed by summer 2013 – attract broader range and newer cyclists
- Great Waterfront Adventure 2013 moving to Lake Erie
- Greenbelt Cycling Route feasibility study underway. Working with Transportation Options to add north and south connections to Waterfront Trail
- **Marlaine Koehler, Waterfront Regeneration Trust**
- Following completion of MTO Cycling Routes Research Project in spring 2012, information has been transferred to Land Registry Act. A Database of all cycling routes and trails will be available to map makers and members of the public who apply for access.
- Cycling Strategy with Ministry of Tourism - **Tom Kearney, MTO**

Meeting hosted by and minutes prepared by:

Transportation
Options

For more information on web conference, advisory committee or the Ontario Welcome Cyclists Partnership please contact:

Louisa Mursell, Projects Director, Transportation Options

Email: lmursell@transportationoptions.org

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