



2017

Bicycle Friendly Communities Yearbook





Proud sponsor of the Bicycle Friendly Communities Program since 2013.

CAA goes the distance to keep Ontario's cyclists safe:

Community Support.

- We're continually working to improve cycling safety through our Watch for Bikes program
- We partner with local communities to keep cycling safety top of mind

Roadside Assistance.

- CAA Bike Assist provides Members with bike repairs and transportation if their bike cannot be fixed on the spot*

Bike Trips.

- Our Road Trips & Bike Trails combine road trips and cycling routes into one amazing getaway



Find out more about our cycling initiatives at caa.ca/bike.

* Basic Members receive four tows up to 10 km, Plus Members receive four tows up to 200 km and Premier Members receive one tow up to 320 km and four tows up to 200 km within CAA South Central Ontario territory. Bike Assist counts as one of your allotted roadside calls during your membership year. Service will be provided to cyclists where there is permitted vehicle access, and based on seasonal availability. Service calls cover bicycles. E-Bikes are not covered. © CAA trademarks owned by, and use is authorized by, the Canadian Automobile Association. (1627-02/17)

Contents

2 A message from the Executive Director

By Jamie Stuckless

3 Introduction

About the Bicycle Friendly Communities Program

6 Engineering

If you build it, they will come

12 Education

Creating a culture of cycling

16 Encouragement

Getting people back on their bikes

22 Enforcement

Using by-laws to promote safe roads

26 Evaluation & Planning

Measurable results are needed for success

30 Community Profiles

New winners in 2016



DEAR FRIENDS,

Each spring when I sit down to write this letter for the yearbook, I reflect on how the cycling landscape has changed over the previous 12 months. This year in particular, I feel that the wind is increasingly at our backs as we work with our partners towards a more bicycle-friendly Ontario. Based on our recent stakeholder survey, 95% of you agree that there is momentum for cycling across the province. We see this momentum not just in the stakeholder survey, but every day in many ways: as new advocacy groups are formed, as we receive new applications to the Bicycle Friendly Communities Program, as governments invest more in cycling, and as communities host innovative cycling events and celebrations. The momentum is also evident in the stories throughout this yearbook, where we highlight some of the most replicable cycling projects under each of the Five Es: Engineering, Education, Encouragement, Enforcement and Evaluation & Planning.

As many of you know, Share the Road has been working hard to enhance the “Education” options available to communities. At the 2016 Ontario Bike Summit, we outlined our vision and recommendations for the future of the CAN-BIKE program. In 2017, we are continuing our partnership with Cycling Canada (owner of the CAN-BIKE program) and will launch a strategy that aims to have at least 10,000 people participate in cycling training by the end of the year. This will be a 10-fold increase in participation. Specifically, our 2017 education strategy will provide direct support for new and existing education partners, while carefully evaluating the program to ensure we grow strategically moving forward. Our long-term goal is to see every grade 5 student participate in a basic-level cycling training course and to train at least 40,000 adults annually.

“Engineering” is another priority area for Share the Road. On our survey, 82% of our stakeholders highlighted infrastructure funding from the province as the top priority and we certainly agree. So, we have been persistently advocating for continued provincial support for cycling. Since our last yearbook was published, we successfully advocated for the province to include \$150-\$225 million of planned spending on commuter cycling infrastructure over the next five years in their Climate Change Action Plan. We have also been advocating with municipalities to see another round of cycling infrastructure funding released in 2017 through the Ontario Municipal Cycling Infrastructure Program (OMCIP). This provincial support has been crucial in kick-starting cycling investments in communities across the province and helping to develop more connected cycling networks.



Under “Evaluation and Planning,” Share the Road is working with provincial partners to see the continued implementation of CycleON through multi-year Action Plans. We are advocating for the launch of CycleON Action Plan 2.0 in 2017 for two main reasons: (1) our analysis of CycleON Action Plan 1.0 shows that all 34 actions have either been completed or are well underway, and (2) the province recently called for the accelerated and enhanced implementation of CycleON as part of the Climate Change Action Plan. We think that 2017 is the ideal time for the province to articulate a forward-looking vision for our next steps on cycling in collaboration with stakeholders.

Of course, we want to help communities address all five Es of the Bicycle Friendly Communities Program. We’ll be launching our multi-media awareness campaign about the 1m safe passing law and providing free access to all digital materials to help strengthen “Enforcement” efforts. At this year’s summit, we will also be announcing our “Encouragement” plans to support community bike celebrations throughout 2017.

Together we have worked hard to achieve a positive momentum for cycling and we look forward to working with you to maintain this momentum in the year to come.

JAMIE STUCKLESS

Executive Director

Share the Road Cycling Coalition



Listening, Learning and Sharing

The BFC Program and Share the Road's Role Across Ontario

In 2010, the Share the Road Cycling Coalition (Share the Road) launched the Bicycle Friendly Communities (BFC) program to strengthen our connections with municipalities across the province and help them become better places for people to ride bikes. Rather than start our own program from scratch, we worked with our neighbours to the South—specifically, the U.S. League of American Bicyclists—to adapt their existing BFC program for our needs. By taking advantage of their experience and wisdom, we were able to hit the ground running with a proven-effective program. Now, with seven years of experience administering Ontario's BFC program under our belt, we advise communities to follow in our footsteps; look to what your peers have done, learn from their successes and failures, and don't reinvent the wheel. This yearbook is a tool to help communities do just that—learn from one another about best and promising practices.

THERE IS NO SINGLE PATH to becoming bicycle friendly. Communities have distinct “character” and face unique challenges, so the BFC program has to be flexible enough to work in each of Ontario’s 444 municipalities. One strength of the program is that no community is excluded; the process works for all communities, from big cities to small towns, and everything in between. Whether you live in an urban centre like Niagara Falls, a developing suburban community like Whitby, or a small community like Mississippi Mills or Temiskaming Shores, the BFC Program provides structure and support to help get more people riding in your hamlet, town or city. This year’s BFC award winners showcase the various types of communities taking an interest in cycling, and using the BFC program to make their communities better places to ride a bike.

This year’s BFC Yearbook, like our past editions, is meant to be both a celebration

of accomplishments as well as a tool to help communities move toward a more bicycle friendly future. It is our hope that this yearbook inspires all who read it to take action, whether their community has never applied to the program before or has already received a BFC award and is looking to rise to greater heights. This yearbook includes profiles of the eight most recent BFC award winners along with inspirational stories from across Ontario and beyond, organized under the 5 Es—Engineering, Education, Encouragement, Enforcement, and Evaluation and Planning. The 5 Es represent all of the elements that, when combined, create a systems approach to cycling; this type of well-rounded approach is a commonality that we see among Ontario’s 35 current BFC award winners.

This year, we’ve included stories about programs, projects and policies that illustrate varying levels of bicycle friendly progress.

Within each “E” section, you’ll see stories in these categories

»» The Essentials

There are some basic elements commonly found in most BFCs. These are the things that we have seen work in communities of all shapes and sizes time and again, and are a great place to start if you’re just beginning your bicycle friendly journey.

»» The Path Forward

For communities that have the essential elements in place and are looking to move to the next level, these ideas are highly replicable and can have significant impact on your community.

»» Leading the Way

These stories share innovative best practices that are uncommon in Ontario now but are important initiatives we hope to see widespread throughout the province in the near future.

We’ve seen a lot of applications for the BFC Program come across our desks, and the best ones always start with a team working together to create the best possible application. We know that communities that work together to break down departmental silos put together the best applications, not just because they capture more things that are going on, but because they are able to creatively work together to imagine new solutions. After all, the BFC Program isn’t just about taking an inventory of where your community is at, it’s about charting a path forward using proven methods to make your community better for cycling.

To support communities as they seek inspiration and make plans, Share the Road launched BFC Workshops in 2015. In 2016, we hosted six workshops, engaging partners from 15 different municipalities. The workshops bring stakeholders together to talk about their community—the assets and gaps that currently exist, their goals for the future and more—and develop a short-term workplan, guided by Share the Road’s expertise but created by those who know the community best, the people that live, work and play there every day. Visit sharetheroad.ca/workshops to learn more about the workshops.

I don’t think my community is ready to win a BFC Award yet. Should I apply?

Yes. The process of completing the application, the feedback your community receives and the ongoing support from Share the Road staff are strong reasons for all communities to apply, not just those that feel like they’re ready to be designated as a BFC. It’s free, it’s proven, and it has tremendous value to your community. Visit sharetheroad.ca/bfc to learn more and to get started on your application.

“The Bicycle Friendly Communities application process gave us a great opportunity to review what we have done, consider new programs and talk about what the future of cycling in North Grenville could look like. The process itself was worthwhile, and the feedback that we received made the process even more rewarding! We look forward to implementing the feedback, and becoming a BFC soon.”

– Phillip Mosher,
Planner, North Grenville

Application Process

The journey towards becoming a Bicycle Friendly Community (BFC) starts with a single click.

COMMUNITY'S TASKS

Visit sharetheroad.ca/BFC

Find tips, answers to frequently asked questions and the application form that is at the core of the BFC program

Create a BFC application team

A BFC application is strongest when it has input from a variety of community partners including municipal staff, public health, school boards, bike shops and community groups.

Complete & submit a BFC application

Collect local reviewer feedback

Share the Road reaches out to local stakeholders to get an on-the-ground assessment of how the community is doing.

Review & judge applications

A panel of expert judges decides what recognition level is warranted.

Distribute awards

Provide feedback

Recommendations from the expert judging panel are combined with those from local reviewers into a report that includes a list of recommended priority next steps, and suggestions for new cycling programs and projects.

SHARE THE ROAD & REVIEWERS' TASKS

About the Program

The BFC program helps communities measure their bicycle friendly efforts against an established, international set of criteria which clearly identifies the types of programs, projects, policies and plans that contribute to a strong and safe cycling community. The BFC application form guides municipalities through an assessment of their current cycling efforts and helps to identify gaps in those efforts. The application is an online form divided into five key themes that are vital to creating a strong culture of cycling:



Engineering

Physical infrastructure and hardware to support cycling



Education

Programs and campaigns that give people on bikes and in cars the knowledge, skills and confidence to share the road safely



Encouragement

Incentives, promotions and opportunities that inspire and enable people to ride



Enforcement

Equitable laws and programs that ensure motorists and cyclists are held accountable



Evaluation & Planning

Processes that demonstrate a commitment to measuring results and planning for the future

1

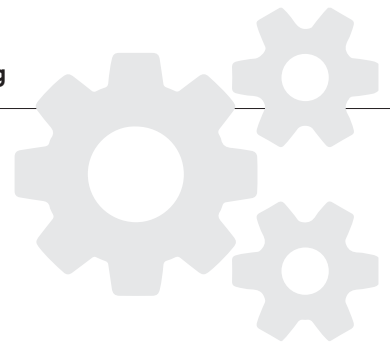
Elements of a Bicycle Friendly Community



Engineering

A great piece of cycling infrastructure does more than simply get people biking, it starts conversations, inspires change and makes the streets safer and more vibrant. It creates the kind of public spaces where neighbours meet eye-to-eye, where human interactions are frequent, even if they're fleeting, and where the journey can be as pleasant as the destination. In short, great cycling infrastructure is great community infrastructure. Whether it's a trail along the water, a paved shoulder connecting communities or a protected bike lane in an urban area, creating places where riding is safe and enjoyable is key to creating a strong culture of cycling.

»»» The Essentials



WHEN IT COMES TO PHYSICAL INFRASTRUCTURE, communities that have an active transportation “spine” tend to fare the best. These routes have an important role to play in providing residents and visitors alike with opportunities to ride for fun and for utilitarian purposes. Depending on the community, these spines can be multi-use trails, protected bike lanes or paved shoulders, or whatever fits the community’s needs and desires. With the roll out of Ontario’s Municipal Cycling Infrastructure Program (OMCIP) in 2016, several communities saw their spine routes implemented or improved. Given the province’s commitment to spend \$150-225 million on cycling infrastructure in the next five years through the Climate Change Action Plan, even more communities will have an opportunity to develop their own signature active transportation routes.

Bike Parking

Providing people with a safe, secure place to lock up their bikes is key to encouraging new riders and making them feel welcome. Whether you’re creating short-term bike parking like bike racks or long-term bike parking like secure bike rooms, it’s important to follow established standards. In general, bike parking should:

- › Support the bike upright without putting stress on the wheels
- › Allow a U-Lock to lock a bike via the frame and at least one wheel
- › Accommodate a variety of common bike types
- › Be securely anchored to the ground
- › Be in a high visibility location
- › Be intuitive to use

Standards for bike parking exist for a reason. Good parking practices minimize risk of theft or damage to bikes, keep bikes parked in an orderly fashion and can add to the aesthetic value of the streetscape. You can learn more about the Association of Pedestrian and Bicycle Professionals’ “Essentials of Bike Parking” at <http://bit.do/BikeParking>.

Paved Shoulders

In rural areas where many of the roads are lower volume rural highways, paved shoulders provide a vital connection between adjacent communities for tourists and residents alike on their bikes. Paved shoulders have been shown to make roads safer for all road users—decreasing collisions for people driving cars or emergency services vehicles, as well as people on bikes. Paved shoulders also provide a strong return on investment. In **Lanark County**, a life cycle analysis of the county’s roads found that a 10-year plan to pave every shoulder in the county would have a 16-year payback period thanks to decreased maintenance costs. With a lifecycle of 20 or more years for a road, this results in some significant savings to the county budget.

Beyond the return on investment when it comes to maintenance costs, paved shoulders also play a major role in connecting communities to the broader tourism network across Ontario, bringing new riders into communities to experience the local amenities. On **Manitoulin Island**, where several of the high traffic routes like Highway 6 and Highway 551 have seen the addition of paved shoulders in recent years, the number of visitors arriving with their bikes is growing substantially. Between 2013 and 2014, the number of cyclists boarding the ferry grew by 25%, bringing significant economic impact with them.

\$15,857

Life cycle savings (in maintenance and deferred capital costs) per kilometre of road with paved shoulders compared to gravel shoulders in Lanark County.

(Source: Lanark County Public Works Office, 2013)

10-20%

Estimated percentage of annual income for tourism businesses on Manitoulin Island from cycle tourism.

(Source: Manitoulin Island Cycling Advocates Interviews)



300%

**increase in ridership on Sherbourne Ave.
after protected bike lanes were installed.**

(Source: City of Toronto bike count, 2014)

Separated Cycling Infrastructure

Separated cycling infrastructure is an important step toward getting more people on bikes, whether you're in a small town or a big city. The ideal type of separated infrastructure can vary widely, though, depending on the place. Ontario's Municipal Cycling Infrastructure Program focused heavily on building separated infrastructure, with a special emphasis on creating context-sensitive designs. A great example is Conestoga Boulevard Trail, a 3m-wide multi-use trail that will run parallel to an important road connection in **Cambridge**. The trail will connect to several employment and shopping areas, significantly expanding the availability of "everyday cycling" to Cambridge residents.

Another recipient of OMCIP funding was **Temiskaming Shores**, for the South Temiskaming Shores Active Transportation Organization (STATO) Trail. An important connection between the three town centres that make up Temiskaming Shores, the STATO Trail formerly only provided connections between Haileybury and New Liskeard. With the receipt of the OMCIP funding, the trail could be extended to Dymond as well, providing a seamless, safe connection for people to walk or bike throughout all of Temiskaming Shores.

Repurposing existing linear corridors for active transportation is fairly common practice in Ontario. Abandoned rail corridors make great cycling routes, but

just as useful are hydro corridors, many of which are still actively used by the utility companies. In **Burlington**, the city worked closely with Hydro One to reach an agreement for use of the land along the city's hydro corridors, resulting in the creation of the Centennial Pathway. The city agrees to maintain the corridors, and in exchange was able to build and maintain an important active transportation spine through the community. These trails, which connect neighbourhoods to schools, libraries, shopping districts and employment areas carry roughly 100,000 riders each year, reducing the burden on Burlington's roads, an important benefit as the community's population grows.

While off-road cycling infrastructure does provide many communities with a family-friendly route, in built-up urban areas an off-road option is often not feasible, which is why separated on-street cycling infrastructure is so important in urban areas. These routes, which dramatically boost safety and ridership, can vary widely in design—from a curb-separated, raised cycle track like **Toronto's** Sherbourne Ave to a protected, two-way bike lane along a one-way street like **Hamilton's** Cannon Street. Different contexts require different design solutions, and we're excited to see even more creative examples of protected infrastructure in the coming years.



2nd Street East in Cornwall, a primary east-west corridor, saw the number of collisions drop by 22% in the year after the road was changed from four lanes to three, with no impact on traffic flow.

(Source: City of Cornwall Engineering department staff report)

»» The Path Forward

Right-sizing Roads

Across Ontario and North America, communities are realizing the value of right-sizing a road. A typical right-sizing (also known as a road diet) occurs when a four-lane road with two lanes in each direction is changed to a three-lane road, featuring one lane in each direction, a centre turn lane and bike lanes on either side of the road. The body of evidence supporting this type of configuration is growing each year—a 2014 review by the U.S. Federal

Highway Administration analyzed dozens of these conversions and found some surprising results. While it may seem counter-intuitive, a three-lane configuration is able to move cars more effectively than a four-lane configuration, and results in a significant increase in road safety as well, with the added bonus of creating space for cycling on the road. You can learn more about these conversions at bit.do/RightSizing.



BIKE SIGNAL



1316



1316



EXCE
BICYC





Leading the Way

The Network Approach: Lessons from Calgary's Downtown Cycle Tracks

In 2015, The City of **Calgary** undertook a unique pilot project. They installed an entire network of protected bike lanes in one fell swoop, and monitored the impact for 18 months. In December of 2016, City Council voted to make the network permanent, largely based on the data that was collected during the pilot phase. Bike ridership into and out of the downtown core grew by 40% from 2015 (before the cycle tracks were installed) to 2016 during the city's annual bike counts, and counters along the routes recorded 1 million trips in under 11 months. More women and children were observed cycling downtown as well, a sign that the protected bike lanes are encouraging more of the "interested but concerned" population to get out on their bikes.

Further, the addition of the protected bike lanes and subsequent strong growth in the number of people cycling had negligible impacts on automotive travel times. You can learn more about the data that showed the success of the pilot at bit.do/CalgaryData.

The success of Calgary's experiment got other cities considering installing a full network all at once rather than taking a piecemeal approach. For example, in October 2016, the City of **Edmonton** voted to proceed with a similar pilot of protected bike lanes to be installed in their downtown in 2017. While no Ontario city has committed to a project like this yet, we're optimistic that we will see this type of innovation here in the near future.

2

Elements of a Bicycle Friendly Community



Education

Effective education efforts are engaging. When teaching cycling skills, hands-on learning is essential to engaging the students; they need time to practice new skills and apply their learning in real-world situations. When running a public education campaign, there are many ways to ensure it is engaging; one approach is to use content that helps residents envision themselves cycling—as Windsor has done in their Bike Gangs of Windsor campaign, profiled in The Essentials section.

FOR EDUCATION EFFORTS TO BE EFFECTIVE, they must go beyond courses and campaigns that are well-designed, though. The efforts must include a pro-active approach to reaching out to residents and potential students. Communities having the most impact with their education activities aren't waiting for people to come to them; rather, they are going

to where people are already gathered, whether it's in a workplace, at public events or in schools. Stories about this pro-active approach are included in the Leading the Way section. The Path Forward section features profiles of two additional tools for providing cycling education as part of broader activities.



»»» The Essentials

Public Awareness Campaigns

A strong public awareness campaign shares many traits with an effective advertising campaign; it focuses on one key message, is memorable and unique and, most importantly, strikes a tone that resonates with a wide audience. In 2016, Bike Windsor Essex rolled out just such a campaign, called Bike Gangs of Windsor. With 15 billboards around **Windsor** and **Essex County** depicting “bike gangs” (i.e., families cycling with their kids, groups of children, women, seniors and more), the campaign humanized and normalized cycling in the region, and generated significant attention in the local media.



“The goal of the campaign was to underline the fact that every person on a bike is a person first—they’re children, parents, community members and neighbours,” says Lori Newton, Bike Windsor Essex’s Executive Director. “The first step toward safer roads is recognizing other users as people, not obstacles, so we’re trying to kick-start that conversation.” Bike Windsor Essex will be putting up new billboards each year for the next two years to keep the conversation going in the region.

Share the Road’s New Public Awareness Campaign

In 2016, Share the Road worked with eight partner municipalities and the Ministry of Transportation to develop an ad campaign to help to raise awareness about the 1m safe passing law and the requirements for lights on bikes. The campaign materials are available free of charge to any interested community. By providing materials for free, we hope that communities can stretch their

budgets further—i.e., spending funds on just ad placement and not design—thereby giving the campaign greater reach and impact. The messaging in the campaign is simple and encourages all road users to do their part to make our roads safer. Contact us at info@sharetheroad.ca for more information or to receive the electronic files of campaign materials.

»»» The Path Forward

School Travel Planning: Getting Activity Back Into Students' Daily Lives

For decades, the level of physical activity among young people has been declining. This decline in activity has been mirrored by a decline in the number of students walking or cycling to school, an activity that used to be commonplace, but is now vastly overshadowed by the growing number of students being driven to school. But reversing the trend, and building physical activity back into the lives of students, is possible and there are proven methods to make it happen.

Green Communities Canada has been leading the charge to get more kids walking and biking to school. Their most recent work coordinating a School Travel Planning (STP) feasibility study involving 15 schools in **Wellington-Dufferin-Guelph** and **Toronto** showed how successful the School Travel Planning approach can be. After only one year, trips made to and from school by car had dropped, while walking, cycling and transit were more prevalent. The results were so positive that the

Upper Grand District School Board continued the STP program at one of the 15 schools, Glenbrook Elementary School, for a further year, working in partnership with the Town of Shelburne to make improvements to trails, crossings and sidewalks around the school. As a result, the number of students being driven to Glenbrook ES has continued to drop, while the number of kids walking or biking has continued to rise.

Green Communities Canada's ongoing work has resulted in the creation of a School Travel Planning toolkit: bit.do/SafeRoutes.

100% Increase

The number of students cycling to Glenbrook Elementary School doubled—from 1% to 2%—after two years of STP work.

(Source: Kate Berry, School Traffic Plan Coordinator, Upper Grand District School Board)

Discovery Rides: Just Add Bikes to Urban Explorations

The concept of a Jane's Walk is likely a familiar one to many Ontarians. Named for famed urbanist Jane Jacobs, these walks take residents on tours through their community, where a knowledgeable guide introduces them to new experiences, information and perspectives. Inspired by that format of combining active transportation with education about place, local cycling instructors in **Thunder Bay**, came up with a way to explore the city on two wheels (instead of two feet), and the idea of Discovery Rides was born.

Each Discovery Ride is led by CAN-BIKE-trained instructors, and provides riders with education about safe, legal road use while also introducing them to a variety of unique and interesting aspects of their community. Discovery Rides focus on a variety of topics—from an exploration of the city's notable trees to a tour of local coffee shops—making them of interest to a wide range of community members. By providing people with a compelling reason to come out and ride, Safe Cycling Thunder Bay attracts new riders each time, i.e., far beyond the "usual suspects."

Tips for Discovery Rides

From Caroline Cox, Program Coordinator with EcoSuperior in Thunder Bay

1

Cities have many great places to explore, but you can't include them all in one ride. Limit the distance to 8-10 km and your destinations to 4-5 stops with a combined total of 30 minutes of interpretation. This will make your Discovery Ride realistic to accomplish in two hours while keeping the pace accessible for children age 10+, parents pulling bike trailers, and 55+ individuals.

2

Discovery Rides are fantastic opportunities for partnerships. For each ride, we work with local organizations that provide a tour guide who helps plan the stops, cycles with the group, and provides interpretation en route. By working with partners, we're able to offer a wide variety of themes that engage different audiences. Sharing the responsibility of advertising also helps us bring out different people to each tour.

3

Choose an accessible route. Stick to infrastructure that will make your participants comfortable, like bike lanes, multi-use trails and residential roads, and try to incorporate a variety of infrastructure types to keep the route interesting. Avoid arterial roads and minimize riding on gravel. We want our participants to continue cycling for commuting and recreation after the tour, so we show them some of the best places to ride comfortably.

Leading the Way

Getting Beyond “The Usual Suspects”: Bringing Cycling Education to Everyone

When thinking about cycling education, the image that usually springs to mind is young children riding around an obstacle course in a school parking lot. And while there’s no doubt that teaching youth to ride is incredibly important, there is also a need to expand the reach of cycling education to demographic groups that often get left out of the cycling conversation. Creating cycling education that appeals to all members of your community is important so that all residents can have the skills and confidence to cycle.



Older adults have unique challenges when it comes to cycling, and those challenges are best understood by an instructor who shares the experience of the students they teach. That’s why Safe Cycling **Thunder Bay** offers cycling courses for residents aged 55+, led by mature instructors. The classes are available in one-, two- and four-hour durations, and are offered in partnership with the local 55+ Centre.



In **Cobourg**, Cycle Transitions is a non-profit bike shop working to ensure that all residents have access to a well-maintained bike by teaching maintenance skills. Recognizing that the population that relies on their bikes the most for transportation is also the one that can least afford to have their bikes break down, Cycle Transitions offers a “sweat equity” program, where people can exchange five hours of volunteer work in the shop for a bike, which they can then build and learn to maintain themselves. Learn more about Cycle Transitions at cycletransitions.org.



New Canadians arrive in Canada without social connections, without knowledge of their new home, and often without a reliable mode of transportation. In **Hamilton**, New Hope Community Bikes (NHCB) has been working with community partners to provide immigrant families with an opportunity to build their own bikes. By teaching families to build and maintain their own bikes rather than building bikes for them, NHCB provides the families with a new skill, and ensures that the bikes will continue to be maintained and operational for years to come. Since 2015, NHCB has provided more than 200 bikes to new Canadians.

3

Elements of a Bicycle Friendly Community



Encouragement

Kids don't ride their bikes to be healthy, to reduce emissions or to save money. They ride their bikes because it's fun. And that sense of fun—the joy that comes from feeling the wind in your hair and the sun on your face as you ride your bike without a care in the world—is something that most people don't talk about when they discuss cycling as an adult. When trying to encourage people to change their habits, we sometimes forget that joy can be a motivator to ride at any age. Of course, there are many other great reasons to ride a bike, and encouragement efforts are wise to touch upon all the benefits of cycling, including joy.



»»» The Essentials

Bike Month: A Community Celebration of Cycling

In June 2016, Ontario celebrated its first provincial Bike Month. Events across the province celebrated the joy of cycling and gave residents a new reason to get back in the saddle and try riding again. For communities hoping to launch their own Bike Month in 2017 and beyond, there are excellent examples of events from around the province that can easily be adapted for use in most communities in Ontario.

1

Bike to Work Day breakfasts, where commuters meet at a central location for a breakfast, are an excellent incentive for riders, and provide a great way for political representatives to say thank you to people who bike.

2

Family friendly rides or “kidical mass” rides provide families with an opportunity to get out and ride with other parents and children. They are also useful for showcasing the variety of child-carriers and cargo bikes available.

3

Open Streets events provide a prominent opportunity to showcase the community’s support for active transportation, and give residents the opportunity to ride their bikes in a car-free environment.

4

Glow Rides can be a fun way to celebrate cycling. Invite local riders to decorate their bikes with lights and glowsticks for an evening ride.

A successful Bike Month requires a team effort. It is often the case that there will be four or more events taking place as part of the month-long celebration, which would likely prove to be too heavy a burden for any one person or agency.

Tips for a Successful Bike Month

From Jeff Mills, Community Development Coordinator with the Mills Community Support Centre in Mississippi Mills

1

Establish a core Bike Month Committee to ensure that the general framework for Bike Month remains constant year after year.

2

Create signature events, like the ones mentioned above, which happen reliably each year to provide consistency.

3

Empower community members to host events that match their interests. For example, do you have a keen cyclist who also loves all the local coffee shops? Offer a café tour.

4

Establish communication channels early and keep them consistent, e.g., social media, email lists and personal contact with stakeholder groups.

5

Above all else, focus on the joy of riding a bike. After all, that’s what Bike Month should be all about!

Mapping and Signage

One of the little-discussed barriers to cycling is the fact that riding a bike requires you to think more carefully about your route. A wrong turn when riding a bike can add a lot of time to your trip, or can leave you on a route where you don't feel safe, which for many people is enough to keep them off their bikes altogether. Wayfinding for cars is relatively simple because drivers are usually happy to take whatever route is fastest, even if that's a highway or busy arterial road; plus, there is always ample, prominent signage for cars. Most people on bikes, however, would prefer to avoid arterial roads, so route selection is very important, yet signage is often limited.

In **Collingwood**, a wayfinding system was developed through the open-source website Walk [Your City] (walkyourcity.org). With 70 signs placed on trails,

near bike lanes and in parking lots, the strategy was designed to show people how short the trips they are making would be if they walked or biked, both in terms of distance and time. The signs help to direct people toward key destinations at decision points in the active transportation network, ensuring that new riders don't get lost on the way to their destination. With the total cost for all 70 signs coming in at around \$3,000, this low-cost project provided Collingwood with the kind of insights necessary to move forward with a more permanent strategy in the future. This approach provides a valuable lesson for other communities on the importance of taking immediate action on a project, and making improvements as you go, rather than trying to get the project perfect from the get-go.

The Path Forward

Kingston's Commuter Challenge Efforts

When it comes to the annual Commuter Challenge (commuterchallenge.ca), **Kingston** is the city to beat. Each year since 2012, Kingston has been the mid-sized city in Canada with the highest number of participants in the event, and it's not hard to understand why. Kingston residents get a nudge to try a different mode of transportation thanks to a wide variety of rides, encouragement efforts and promotions offered during Kingston's Cycling Week. For example, Cycle Kingston coordinates daily pop-up breakfast stations during the week, providing cyclists and other active commuters with coffee, breakfast and cycling supplies as their way of expressing appreciation for people riding their bikes and walking. And, political representatives like MPP Sophie Kiwala and business leaders participate in rides to encourage residents to get on their bikes too.

Tips to Up Community Participation in the Commuter Challenge

From Cycle Kingston

1

Work with your business community. Encourage businesses to host their own Bike to Work Day breakfast for commuters who arrive by bike or to host lunchtime rides.

2

Make riders feel appreciated. Pit stops with coffee and snacks, incentives at local businesses or social media campaigns thanking people for posting pictures of their cycling commute can go a long way.

3

Although the Commuter Challenge is aimed at workplaces and employees, don't ignore non-work trips. Encourage people to bike to their local shops and restaurants or to appointments in their neighbourhood. Every trip counts!



Winter Cycling

Winter cycling. When you hear those words, odds are you think of the hardcore winter cyclist, with icicles on his/her eyelashes, reflective clothing, studded winter tires and a bike that looks like it could safely traverse the Siberian tundra. But the reality in most of Ontario is that winter cycling isn't a major challenge if you accept the limitations that winter can present and prepare or adjust accordingly, e.g., don't ride in a blizzard, steer clear of icy routes and be sure to dress in layers. A key to pleasant winter cycling is to choose to ride on the beautiful days and experience the "normal" side of winter cycling.

With that in mind, **Ottawa's** EnviroCentre created a Winter Cycling Toolkit that contains a series of tips for riding in the winter and, most importantly, a series of photos of people riding in the winter while looking completely normal. Breaking down the stigma associated with winter riding is a big challenge, and EnviroCentre's images show the reality of much winter cycling—the quiet bliss that comes when riding through fresh snow, the joyous feeling of connecting with your surroundings, the relative ease of commuting throughout the winter. All of the images are available for use by any public group, media agency or municipal government (for free). So visit bit.do/WinterCycling to see the materials, and get ready for some #FrostBike action in your community this winter!

Building Goodwill Toward Cycling

Never underestimate the power of some friendly competition when it comes to encouraging people to change their habits. In **Lanark and Renfrew Counties**, the Silver Chain Challenge has been running for six years, building goodwill toward active transportation with each passing year. The challenge is simple—residents are asked to log their active trips on the Silver Chain Challenge website, recording the estimated distance travelled by foot or by bike. At the end of the month-long challenge, the winning county is presented with the coveted Silver Chain Challenge trophy at the Eastern Ontario Active Transportation Summit. Elected officials get in on the action, riding their bikes, logging trips and encouraging their residents to do the same—they want to get their hands on that trophy, after all! This simple challenge has led to new cycling events being created to help residents boost their kilometres travelled, and is changing the conversation in Lanark and Renfrew Counties about cycling, all using the power of competition.

39,084

Total km walked or biked by participants in the Silver Chain Challenge in June 2016.

(Source: Silver Chain Challenge website, 2016)



#GetAjaxMoving—A Comprehensive Approach to Transportation Planning

Ajax has long been a leader in active transportation in Durham Region. In 2016, the town embarked on an ambitious new program called #GetAjaxMoving, with the goal of encouraging residents to reconsider how they get around their community. With a series of tools focused on things like walking, cycling, transit and winter commuting, the campaign is designed to show residents just what is possible in their community. By showing residents the potential routes they could use, the distances between destinations and the estimated time it would take them to bike, the toolkit kickstarts a conversation about how residents view local transportation options.

“The cycling toolkit helps residents identify community destinations that are within an easy cycling distance,” says Elysia Leung, Ajax’s Transportation Demand Management Coordinator. “For many people in Ajax, the trip to work isn’t

possible by bike, but the trip to the grocery store, for example, or to the transit station, might be easily doable. This campaign is all about encouraging people to consider those options, and it’s been a great way to start those conversations.”

By going to community events and destinations, town staff uncovered some of the “soft” support for active transportation infrastructure. “We tend to only hear the negative voices when it comes to new projects,” says Leung. “But the community events, where we ask residents what they think, show us that our community supports the town’s philosophy to make walking and cycling easier. That’s a great benefit of taking this campaign to places where people already are—it’s showing us that our residents are open to changing travel behavior, and they appreciate us giving them the assistance to do so.”

To learn more about #GetAjaxMoving, visit ajax.ca/getajaxmoving.



Leading the Way

Bikes for All: Confronting the Equity Challenges in Cycling

Participation rates in cycling training and programs are low in many Ontario communities. We need to do a better job of making cycling appealing to all groups in a community, and sometimes that is best accomplished by targeting specific demographic groups with our efforts. Traditional engagement tools don't necessarily appeal to people of colour, those who do not speak English, new Canadians, women, seniors and the LGBTQ community. Leading municipalities recognize this, and are making sure their programs are designed to appeal to a broad range of target audiences, but we think that all communities should be taking a proactive approach to engage all members of their community with cycling encouragement. Some great examples include:

1 In **Hamilton**, the Everyone Rides Initiative is a program designed to give all residents access to the popular Social Bicycles bike share system. Recognizing that the requirement for a credit card is a barrier to some members of the community, Social Bicycles is working with social service agencies and community groups to offer residents access via prepaid access cards and payment choices that include debit cards, providing all residents with access to this popular and useful service.

2 Another effort in **Hamilton** that helps make cycling more accessible to all is a local non-profit called Bike for Mike. That organization provides hundreds of children in Hamilton's east end with bikes, helmets, locks and basic cycling education. What's more, Bike for Mike also provides those same things to the children's families to encourage the entire family to ride together.

3 In **Peterborough**, BIKE, the city's community bike shop, works to support demographic groups that may not feel comfortable in a traditional bike shop setting. By providing women-only workshops and special programming for new Canadians, BIKE strives to help people feel safe and accepted among their peers, and learn the skills necessary to keep their bike in good working order. These peer networks are invited to participate in group rides as well, providing all residents with the opportunity to rediscover cycling.

These examples are only suggestions. We encourage you to think about the people in your community who might not be reached with your standard cycling encouragement efforts, and work to include them in your cycling efforts. By making cycling more accessible to all we make our communities safer, more connected and more equitable.

4

Elements of a Bicycle Friendly Community



Enforcement

2016 was the first full year in which Ontario's law enforcement community had more tools available to help make roads safer for cyclists, i.e., through the Highway Traffic Act amendments contained in the Making Ontario's Roads Safer Act. This was important progress at the provincial level, but keeping cyclists safe depends on effective partnerships between the province, municipalities, the cycling community and law enforcement. The stories in this section demonstrate how many different stakeholders can play a role in helping us all get where we're going safely, particularly cyclists.



»»» The Essentials

Bike Lane By-Laws

All communities in Ontario are fortunate to be able to take advantage of Ontario's legal framework to make cycling safer. With a 1m safe passing law, increased fines for dooring a person on a bike and some of North America's most stringent laws outlawing distracted driving, the provincial statutes to protect people on bikes are getting stronger. But there are areas where local governments have a role to play, e.g., through bylaws governing parking in bike lanes.

When a car is parked in a bike lane, the person cycling is forced, quite unexpectedly, to stop and wait until it is safe to enter the vehicular traffic lane to go around the parked car. This is inconvenient and dangerous, so it is important that local bylaws restricting parking in bike lanes be enacted and strongly enforced. A strong bike lane bylaw will:

- 1** Have penalties that reflect the danger that obstructing a bike lane can create. In Ottawa and Toronto, fines are \$120 and \$150 respectively.
- 2** Restrict parking in a bike lane at all times of day and enforce this through ticketing blitzes.
- 3** Promote parking restrictions through educational and outreach campaigns that keep the bylaws fresh in the minds of drivers to help ensure bike lanes remain clear. Just running in to buy a coffee can be enough time to jeopardize the safety of a person on a bike.



»» The Path Forward

Strong Partnerships with Law Enforcement

In **Cornwall**, the local police service plays a key role in helping to keep all road users safe, and they have adopted an effective strategy to engage the cycling community, the creation of a Cycling Task Force. The task force is made up of 10 officers, all of whom are trained using the CAN-BIKE curriculum to ensure that they are aware of the rights and responsibilities of all road users. These officers patrol Cornwall's trails, downtown and more on bikes, interacting with residents and providing increased visibility for cycling in the community. The officers also play an active role in cycling education and encouragement efforts, participating in local bike rodeos, helping out with Cornwall's Commuter Challenge efforts and holding a seat on the community's Active Transportation Group.

In addition to the Cycling Task Force, Cornwall Police Service also works to make roads safer for cyclists by sharing collision data with the City of Cornwall to help to identify collision "hotspots" in the community. Each time a collision occurs, data is shared with the city's engineering department, helping them to better understand what role roadway design may have played in the collision. This data sharing helped city staff show that the right-sizing of 2nd Street East was a benefit to community safety, ensuring the permanence of that particular project (see page 9).

Leading the Way



High-Tech Tool to Enforce New 1m Passing Law

When the Making Ontario's Roads Safer Act came into effect in 2015, it became law for drivers to leave 1m of space when passing a person on a bike. But what does 1m look like, and how would police officers enforce this law? In **Ottawa**, the Ottawa Police Service (OPS) partnered with Safer Roads Ottawa to bring a high-tech solution to these questions. The OPS ran an education campaign in June 2016 to generate awareness of the new legislation, then used a device (the CF3T) in the Fall to enforce the new law.

OPS Constable Craig Barlow, dressed in plainclothes, rode his bike (with the small device attached) along a busy cycling corridor in the downtown area. Every time a vehicle passed the officer at a distance of less than 1m, the device would trigger an alert. The officer would then radio ahead to his colleagues, who would pull the vehicle over and issue either a warning or a ticket. In just over an hour's time, a total of seven charges were laid.

"Drivers need to remember that they have a requirement under the Highway Traffic Act to ensure that they provide a minimum of 1m distance when passing a cyclist," says Constable Barlow. "If you can't provide that 1m, then change lanes if possible or simply wait patiently behind until it is safe to pass. This education and enforcement initiative elevated the awareness of the law in the city and across the province, and that's what we set out to do."

Rob Wilkinson, Coordinator of Safer Roads Ottawa adds, "While not all residents agree with the spirit of the new legislation, we felt that it was important to spark the conversation about the 1m safe passing law and to use technology to enforce it."

With the first year of the program under their belt, the Ottawa Police Service plan to continue using the device to measure passing distances and keep the importance of safe passing practice top of mind for all people driving on Ottawa's streets.

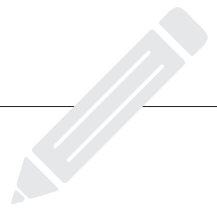
5

Elements of a Bicycle Friendly Community



Evaluation & Planning

When it comes to cycling, incremental changes can add up quickly over time. With consistent investment in active transportation infrastructure, a community can completely transform its transportation system in a relatively short time, which is why policy support for active transportation is so important. An Active Transportation Plan (ideally with a dedicated budget for implementation), a Complete Streets policy and an Active Transportation Committee are common elements in BFCs across the province, and are excellent steps for communities that are new to the BFC program to take. It's also important for communities to be able to quantify their successes, which is why data collection is such a vital aspect of any plan to make cycling more accessible in your community.



Active Transportation Advisory Committees

A common element in many BFCs in Ontario is the presence of an Active Transportation Advisory Committee (ATAC). Often recognized as an official committee of council, ATACs work best when a variety of stakeholders are represented around the table, including (but not limited to) municipal councillors, municipal staff, public health representatives, law enforcement and members of the public. The most effective ATACs are ones that work closely with municipal staff to offer input on active transportation policy and design, and also play a role in promoting cycling.

Perhaps the most visible cycling promotion effort spearheaded by an ATAC in Ontario is the annual Tour de Mississauga, an event launched in 2008 by the **Mississauga** Cycling Advisory Committee (MCAC). The event grew to a whopping 3,800 participants by 2015, the success hinging on MCAC's ability to engage with residents. Since then, the Tour de Mississauga has been taken over by a local non-profit, leaving the MCAC more time to focus on other social rides and events to promote cycling in the city.

Ontario is moving forward with the implementation of #CycleON: Ontario's Cycling Strategy and the province plans to invest up to \$150-\$225 million in cycling infrastructure over the next five years through the Climate Change Action Plan. There is momentum for cycling in Ontario and Share the Road is working to consult with and keep all of our stakeholders informed and engaged. ATACs are a great avenue for communication between municipalities and the province, so we encourage your ATAC to be a part of Share the Road's province-wide network of stakeholders to ensure that motions related to cycling at the provincial level can be coordinated, and that the voice of people cycling in Ontario is amplified in an effective manner.

Creating Strong Active Transportation Plans

There's an old adage that if you fail to plan, you plan to fail, and that holds true when it comes to active transportation. The importance of a strong, forward thinking Active Transportation (AT) Plan is hard to overstate, but a plan

is only as good as its implementation. In this section, we share some tips for creating a strong plan, and some examples of where these tips have been turned into action from around the province.

1

Include a short-term action plan and build in regular reviews. Strong AT Plans have short-term review periods built into them so that the plan is reassessed every five years or so. Even better is when an AT Plan includes a short-term action plan, or is used to create one, like what was done in **Belleville**. A short-term cycling implementation strategy was developed in 2015, providing \$250,000 in funding for projects from 2016-2018 to complete key parts of the cycling network. Combined with projects already approved and budgeted, this plan will result in a complete network of cycling infrastructure through the urban area of the city by the end of 2018. See bit.do/BellevillePlan for more information.

2

Allocate funds for implementation. Dedicated annual budgets are a vital component of a strong AT plan. In **Guelph**, the cycling plan provides a guarantee of \$300,000 for new cycling infrastructure every year. That funding complements the additional funds that are spent on cycling infrastructure as part of road projects (e.g., when roads are resurfaced) and are paid for out of road work budgets. As a result of this funding strategy, over 60% of the 2013 proposed cycling network is now built, and Guelph is to the point where 76% of the addresses in Guelph are within 500m of a bike line, cycle track or multi-use trail thanks to that continuous, incremental investment.

3

Plan beyond infrastructure. Strong AT plans don't just focus on infrastructure, they also recognize that programming and promotions are key components if you want to get residents cycling and walking (i.e., using the active transportation infrastructure). **Waterloo's** cycling plan is structured around the 5 Es, with the costs of new programs in the Education and Encouragement sections factored into the city's budget for cycling. This ensures that those programs continue to be implemented, and that they're not reliant on external funding or volunteer hours. Learn more about Waterloo's AT Plan at bit.do/WaterlooATPlan.

▶▶▶ The Path Forward

Complete Streets Policies

Communities that are truly dedicated to creating great places to walk and bike have strong policies in place to ensure that no road is built, resurfaced or redeveloped without ample consideration for walking and cycling. Ontario is home to a few communities with Complete Streets policies, which require all road users to be considered when a road project is undertaken. These policies vary in strength. The best ones provide very little room for exceptions, ensuring that projects almost always include cycling infrastructure and sidewalks.

- 1** Applies to all projects—A strong policy applies to every road, every time the road is touched. If it's a resurfacing project, a redesign or a retrofit, the roadway should be subject to the Complete Streets policy.
- 2** Connectivity—The policy aims to create a connected network of transportation infrastructure for all users.

The Toronto Centre for Active Transportation (TCAT) has been leading the way in facilitating discussions about what constitutes a strong Complete Streets policy here in Canada, and have produced a resource to evaluate Complete Streets policies. It can be found at bit.do/CompleteStreets. In addition to that evaluation tool, TCAT has also developed a list of 10 elements that make an effective Complete Streets policy. Some of the key elements mentioned on their list:

- 3** Design criteria—A strong policy takes best practices for design into account. Ideally, in Ontario that means referencing OTM Book 18 (bit.do/Book18) for cycling infrastructure.
- 4** Performance measures and reporting—Establish what you want to see from the new design, and monitor the way the road is functioning. Be sure to report regularly on the progress.

For more information about all of the 10 elements that make a strong Complete Streets policy, visit bit.do/TenElements.

Using Counters to Collect Quantitative Data

To show the value of a cycling project, data collection is a must. Stakeholders need hard data to adequately combat anecdotal evidence, e.g., “nobody uses that bike lane!” Trail counters—small devices that track the number of people that go past them—can be an inexpensive solution for data collection, and can help make the case for investments in active transportation. In **Norfolk County**, trail counters have been deployed at various points across their trails network to show changes in use over time. By deploying the counters in the same location year after year, the county was able to show an upward trend in the number of people accessing their trails, helping to make the case for investment in new trails.

Remember, the best time to start counting the number of people cycling in your community was five years ago. The next best time is right now. Invest in new counters as soon as possible and start tracking how your residents get around.

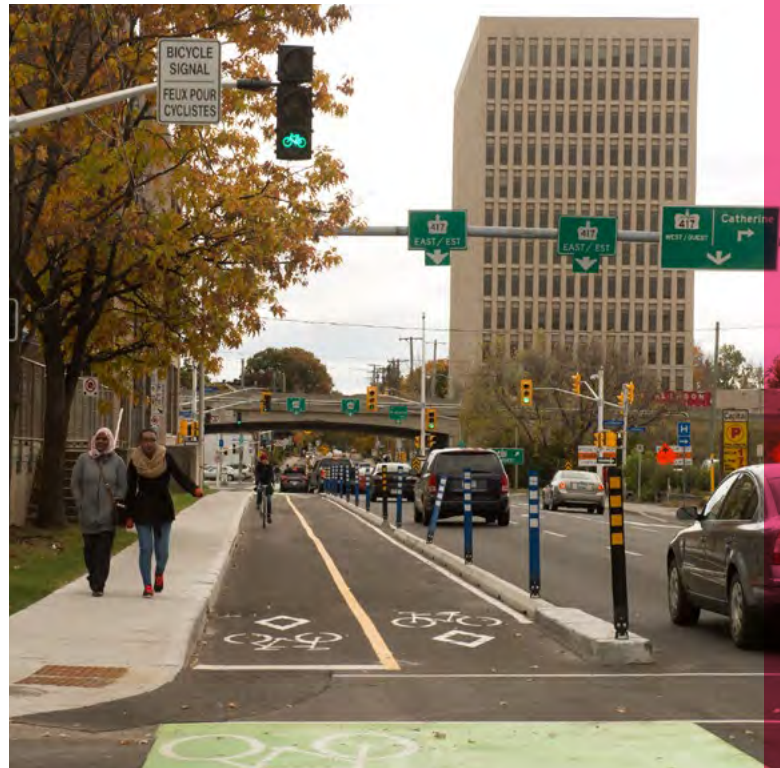


Leading the Way

Closing the Gaps: Ottawa's 2017 Cycling Investments

When investing in cycling, the strongest results are often achieved by creating a complete network rather than with piecemeal investments. While **Ottawa** has invested heavily in cycling in recent years, their plans for 2017 are particularly notable due to the scale of the investment, and the deliberate decision made by the city to invest in connecting their existing network and creating stronger ties to their transit system.

With a planned investment of over \$60 million in cycling projects in 2017, Ottawa will create at least eight new stretches of protected bike lanes, several new connections on multi-use paths and a brand new cycling and pedestrian bridge. The investments are specifically targeted at closing gaps in the network and addressing pinch points like river and highway crossings, and will create a much safer network for people of all ages and abilities to get around Canada's capital city by bike. For more information about the investments, visit bit.do/Ottawa2017 or bit.do/OttawaStoryMap.



Cycling Yearbooks Arrive in Ontario

In **York Region**, regional staff were inspired by a presentation about Calgary's Cycling Yearbook when they attended the 2015 Ontario Bike Summit. Departing the summit with fresh ideas and a desire to implement their own state of cycling report, regional staff set about collecting all the data they could for the document. In 2016, the York Region Cycling Yearbook was released. It highlights cycling successes from the past several years and describes the work still to come. Using data from bike counters, cordon counts, bike parking utilization and more, the yearbook came together to create a baseline data set to which future yearbooks can be compared.

"The yearbook has inspired some great conversations around York Region," says Shawn Smith, Manager of Active and Sustainable Transportation with York Region. "It's gotten cycling on the radar of more decision makers and given us the chance to prove that residents in York Region do want to ride their bikes more often, and that they think that it is important for the region and our municipal partners to continue to invest in new cycling routes into the future."



Thunder Bay
BRONZE

Lake Superior

Lake Michigan

Lake
St. Clair

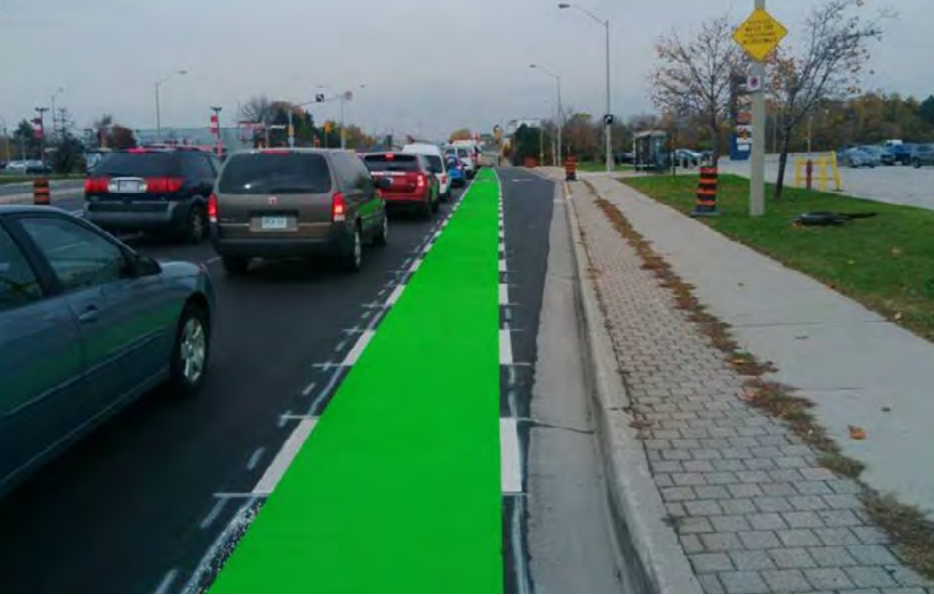
Windsor
BRONZE

2017 Bicycle Friendly Communities in Ontario





Community Profiles



Burlington

Population 175,780

When it comes to identifying one key factor in Burlington’s success as a Bicycle Friendly Community, there is little hesitation from Mayor Rick Goldring. “Our public engagement efforts have changed the conversation in Burlington,” Goldring says. “We’ve gone from a discussion of ‘should we put in cycling infrastructure’ to ‘what type of cycling infrastructure should we put in,’ and it’s all been because we’ve given our residents the opportunity to be heard on this important issue.”

As Burlington works to close the gaps in its existing network, they are creating the kinds of neighbourhoods that residents have requested, ones with more sidewalks and bike lanes so that students can walk and bike to school, and more trails and safer roadways so that young families can ride together—in short, more places where all residents have safe and inviting choices for how they get around. With high-profile off-road trails like the Centennial Path and the Waterfront Trail, access to amazing road cycling in Halton Region and good connectivity with their neighbours along Lake Ontario in Oakville and Hamilton, Burlington offers something for everyone who’s interested in riding a bike, whether they want to ride for fun, for sport or just to get to their local grocery store.

Since 2012, Burlington has also been working to track the number of people cycling, gathering useful measurements that have shown growth in cycling rates. This type of data provides support for the development of new cycling infrastructure.

Burlington has long recognized that, while good infrastructure is important, so are community programs that educate about and encourage cycling. Burlington’s outreach efforts have focused on showing residents what is possible in the relatively compact community, by providing residents with maps, discussing cycling at community events, and inspiring youth to ride their bikes through a highly successful Bike to School Week campaign (which grew from five schools in 2015 to 30 in 2016). For students of Lakeshore Public School, Bike to School Week was particularly memorable, as Mayor Goldring led a ride with more than 50 students to their school one morning, accompanied by the Mayor of Apeldoorn, Burlington’s sister city in the Netherlands.

With such strong political leadership and community support, there’s little doubt that Burlington will continue to become an even better place to ride a bike in the future.



Cambridge

Population 120,375

The City of Cambridge has long been known for its network of off-road trails. With routes along the Grand River providing connections to Kitchener, Waterloo, Paris, Brantford and more, Cambridge is a hub for cycling across the region. Since 2008, with the passing of the Bikeway Network Master Plan, Cambridge has focused on creating a complete network of on- and off-road cycling infrastructure, providing routine accommodation for riders of all ages and abilities to move through the city's three town centres.

Cambridge's efforts to build a more bicycle friendly community have been bolstered by strong partnerships, which have helped in the development of new tools to engage residents in a conversation about cycling and to educate them about the importance of safe, legal riding. To help promote cycling in the area, the city worked with partners at the Region of Waterloo to develop a regional cycling website (bikeWR.com). By providing residents with a one-stop-shop for information about bike routes, news, events and more, Cambridge is making it easier for people to choose cycling for some of their daily trips.

To encourage residents to reconsider some of their travel habits, Cambridge has turned to a program that has been profiled in the pages of the BFC yearbook in the past, bike valet. By providing bike valet service at community events such as Ribfest and Canada Day, the city is encouraging residents to try something new—to avoid the headache of parking at these busy community events and to experience the city by bike.

2017 promises to be a tremendously exciting year for cycling in Cambridge. With the 20th annual Tour De Grand set to take place in June, organizers are hoping to exceed the 3,000 registrants they had in 2016. A new trail along Conestoga Boulevard will provide an important connection to employment and retail areas, and the availability of cycling education opportunities will continue to grow for youth and adults alike.



Collingwood

Population 19,240

Some of North America's best places for cycling are ski towns, and it's not hard to understand why. The beautiful settings encourage a culture of physical activity and outdoor recreation; the idea of sitting sedentary during any month of the year doesn't resonate with residents of such places, and that is certainly true in the Town of Collingwood.

With nearly 70km of cycling infrastructure, Collingwood is a community where most destinations in town are easily accessible by bike. With a mix of stonedust, 3m-wide pavement and on-road bike lanes, Collingwood has made it easy for residents of all ages and abilities to explore by bike all that the town has to offer.

But it's not just riding within the town itself that makes cycling in Collingwood so great. With existing connections to neighbouring communities like Stayner and Wasaga Beach, and the potential for a new trail connection to the Town of The Blue Mountains, Collingwood is well situated to serve as a cycling hub for the entire South Georgian Bay area. And with easy access to world-class road cycling routes, the incredible mountain biking at Blue Mountain and the growing network of in-town cycling routes, Collingwood has something to offer every type of rider.

Collingwood knows that getting residents to change their habits, even in a community as active as theirs, takes work. That's why Collingwood has embarked on a number of initiatives to encourage more residents to cycle, starting with youth. The Healthy Kids Community Challenge in Collingwood is focused on getting kids to make healthier lifestyle choices, including eating healthier and being more active. Part of the challenge is to encourage youth to build physical activity into their daily routine by walking or cycling to school, which has resulted in the introduction of walking school buses, bike trains and school travel planning. As more students take to their bikes, many bring their parents along with them for the ride, creating a culture of family cycling that will continue on for generations.



Cornwall

Population 46,340

Cornwall's journey toward enhanced bicycle friendliness is a story of engineering improvements and stakeholder collaboration. Since the completion of its Bicycle Master Plan in 2010, Cornwall has undertaken bicycle network improvements as part of its annual infrastructure plan and has steadily grown the interest in cycling in the community.

The city and the Eastern Ontario Health Unit collaborated to create an Active Transportation Group, which aimed to bring stakeholders together to expand capacity and make cycling in Cornwall easier and more accessible. Working with representatives from the city, including the police department, local businesses and local non-profits like Transition Cornwall+, the Active Transportation Group set out to make Cornwall a great place to ride a bike by supporting the city during implementation of the plan.

Through their efforts to promote and support businesses in the Commuter Challenge, Cornwall has seen the highest participation per capita in the annual challenge among small communities in Ontario, highlighting the growing culture of cycling taking root in Cornwall.

Like many communities, Cornwall acknowledges that implementing road network changes that accompany an increased push for cycling can be controversial. The right-sizing of 2nd Street (see page 9) was not without its opponents, but by taking an approach that focused on data collection, stakeholder outreach and by tweaking the pilot project along the way, Cornwall now has a cycling route that is well-used, and connects many parts of the city along an 8km span from east to west. Cornwall's City Council has shown leadership by continuing to support the implementation of the city's Bicycle and Pedestrian Master Plan, and have grown their network of cycling infrastructure substantially since 2010.

"Moving forward, Cornwall is excited to utilize our BFC application feedback," says John St. Marseille, General Manager, Infrastructure and Municipal Works with the City of Cornwall. "We'll be aiming to complete some of the tasks identified in that report, integrated with the Bicycle and Pedestrian Master Plan to provide residents and visitors of Cornwall with the even more opportunities to explore the community by bike."



Mississippi Mills

Population 12,385

Mississippi Mills' support for cycling started with a grassroots effort, a Bike Month launched in 2009 to encourage residents to explore their community on two wheels. Since then, Mississippi Mills Bike Month has snowballed into a bike movement, affecting widespread positive change in the community as it evolves.

As part of that bike movement, Mississippi Mills passed an Active Transportation Plan in 2016 and established an Active Transportation Advisory Committee (ATAC) to ensure that the goals of the plan are met and that the municipality works closely with their partners in public health, the cycling community and the County of Lanark. Since its inception, ATAC has been working closely with municipal staff to identify a priority network of routes that would create an active transportation spine, a network from which other active transportation routes can branch off to make cycling to all community destinations safe and convenient.

Mississippi Mills' cycling encouragement efforts helped the community earn its Bronze BFC designation. They offer innovative events like bike-in movies and community rides, and they are the smallest community in Ontario to operate a bike share system. (The municipal hall has four "Right Bike" bikes out front.)

Mississippi Mills works to make cycling more accessible and fun for all residents. Their annual Silver Chain Challenge (see page 19) gets hundreds of residents on bikes in the spirit of healthy competition and the Mississippi Mills Family Bike Club attracts members interested in family-friendly riding and all-ages infrastructure.

As the community continues to build new infrastructure to help make residents feel safer on their bikes, Mississippi Mills will serve as a model of what a small municipality can do when they put their mind to it, and when they display such a strong commitment to cycling.



Niagara Falls

Population 83,000

With an abundance of renowned wineries, world-class restaurants, idyllic small towns and the breathtaking beauty of the Falls themselves, the Niagara Region is rapidly establishing itself as one of North America's, if not the world's, premiere cycling destinations. The heart of the region, and home to one of the most iconic landmarks in all of Ontario (the Falls), is the City of Niagara Falls. Home to the Niagara Parkway, the city is also home to hundreds of hotels and bed and breakfasts that serve the tourism market, making it the de facto centre of the burgeoning cycle tourism economy in Niagara Region.

But tourism only tells part of the story when it comes to cycling in Niagara Falls. While it is easy to find groups of riders staging in the city on a weekend for a ride to a winery or for a scenic touring route, it's also becoming easier to find residents of Niagara Falls using their bikes for everyday trips—to work, to school to the grocery store and more. For the past five years, Niagara Falls has been working vigilantly to ensure that riders within the city have access to safe cycling routes, and the results are starting to be evident.

There's a growing network of cycling infrastructure along arterial routes, so residents

are now able to get to the primary destinations within the city by bike, a change from the days when only the tourism destinations were accessible by bike trails or other cycling infrastructure. As the network of cycling infrastructure grows, so does interest in cycling among residents, demonstrated by increasing numbers being captured by the city's network of bike counters. Now, the city is excited to begin expanding efforts to educate residents about cycling and encourage them to give cycling a try again.

"Going through the BFC application gives you a great opportunity to take an inventory of what you already have," says Jeff Guarasci, the city's Community Development Coordinator. "But it also shines a light on programs that you might not have thought of. It provides inspiration for all departments—engineering, planning, public health, the police and more—for how they can help to create an even better community for people to bike."



Temiskaming Shores

Population 10,400

Temiskaming Shores is an amazing example of what a community can accomplish when they set their minds to becoming a better place to ride a bike. This small Northern Ontario community—made up of the three amalgamated communities of Dymond, New Liskeard and Haileybury—has made incredible progress on the cycling front in a relatively short period of time.

If there was any doubt about the community support for cycling in Temiskaming Shores, those doubts would be quickly laid to rest by the story of the South Temiskaming Shores Active Transportation Organization (STATO) trail (see page 8). A 19.7km route that connects all three of the town centres, the STATO trail is the result of a tireless fundraising and promotions campaign spearheaded by Linda and Jeff St. Cyr and supported by hundreds of volunteers and hundreds of thousands of dollars of financial support from residents, businesses and other organizations in Temiskaming Shores. The first section of the STATO Trail, which connected New Liskeard to Haileybury, was a catalyst for cycling efforts in Temiskaming Shores; it's a showpiece infrastructure project that kickstarted the conversation about what it would take to become a Bicycle Friendly Community.

After establishing a Bicycle Friendly Community Committee (BFCC), Temiskaming Shores started to work on programs and policies to support the physical infrastructure being developed in town. New CAN-BIKE courses, a Bike to Work Day, Bike to School Day and community rides accompanied new policies like a level of service maintenance standard for the STATO trail and the installation of bike racks on all transit vehicles.

"Our City has really focused on the 'low hanging fruit,'" says Tammie Caldwell, Director of Recreation at the City of Temiskaming Shores. "By achieving a number of quick wins, we built enthusiasm for cycling in the community, which has allowed us to start to tackle some of the more challenging projects now that we have some momentum."

With the support of the Ontario Municipal Cycling Infrastructure Program, the completion of the entire STATO trail is scheduled for June 2017, ensuring that active transportation in Temiskaming Shores has a bright future. With an active cycling community, engaged city staff and a City Council that understands the value of cycling, Temiskaming Shores promises to be a community to watch, especially for smaller and northern communities with aspirations of becoming a great place for people to bike.



Whitby

Population 122,022

When Whitby Town Council began its term in 2014, one of the primary goals they identified was the creation of “strong, walkable and complete neighbourhoods that offered mobility choices.” With that in mind, the town has undertaken new projects to make cycling more accessible, ensure streets are safer and create connected corridors.

Whitby already has some great cycling infrastructure. It has more than 150km of cycling infrastructure and trails, and two major cycling routes traverse the town (the Greenbelt Route and the Waterfront Trail). And, they are investing even more resources to link trails and on-road infrastructure. To help guide this investment, a Safe Roads and Active Transportation Advisory Committee of Council was created to look at gaps in their system.

In 2016, Whitby was one of 37 communities to receive funding from the Ontario Municipal Cycling Infrastructure Program. They used the funds to build an important connection from Cochrane Street to Heber Down Conservation Area to Ashburn Road, thus linking the Waterfront Trail to the Greenbelt Route. The first half of this project was completed in 2016 and the remainder

will be completed in 2017. When finished, this will connect two significant routes and provide residents and visitors with options to explore downtown Whitby, downtown Brooklin and the waterfront by bike.

Whitby’s progress is not just about paths and trails. They work across the 5 Es of the BFC Program, e.g., offering a new cycling education class for children, and updating their Cycling and Trails Master Plan. These well-rounded efforts will help ensure Whitby’s culture of cycling continues to grow and develop. With the strong support of Town Council and a work plan informed by the Bicycle Friendly Community process, Whitby will surely continue to improve their cycling network, providing residents with ever more opportunities to get on their bikes.



THE HARD PART ISN'T STARTING A BIKE COMPANY.
THE HARD PART IS MAKING THINGS THAT LAST.
BIKES. A BRAND. RELATIONSHIPS. THE HARD PART IS THE
KEY TO WHAT WE DO, AND WHO WE ARE.

SINCE 1976





BICYCLE FRIENDLY COMMUNITIES WORKSHOPS

*Chart a path to a more bicycle friendly future.
For communities just starting out or those ready to take it to the next level.*

Share the Road staff will facilitate a full-day workshop where local cycling stakeholders will:

- › Analyze your cycling assets & identify gaps using the Bicycle Friendly Communities' Five Es framework
- › Set goals, establish priorities & identify realistic next steps
- › Create a short-term, action-oriented work plan
- › Encourage collaboration to ensure the work plan is put into action



For more details, including pricing, contact us today.

Email: bfc@sharetheroad.ca

Website: sharetheroad.ca/workshops