



News Release

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50+ Bicycle Friendly Communities Recognized by Share the Road Cycling Coalition

3 new award recipients: Whitehorse (YK), Brantford (ON), and Lincoln (ON)

TORONTO – Share the Road Cycling Coalition (STR) has reached two new milestones in its Bicycle Friendly Communities (BFC) award program: the number of BFCs has surpassed 50, and Whitehorse, Yukon is the most northern community in Canada to receive an award. The BFC program provides communities with a comprehensive roadmap to evaluate current conditions for cycling, and guidance to foster safe bikeable communities for all ages and abilities. With three new communities recognized for their efforts to support cycling, STR has now designated 52 Bicycle Friendly Communities.

Ed McMahon, Board Chair at STR explained, “This is an exciting time where cycling is becoming a part of everyday life for Canadians. It is no coincidence that the BFC program is gaining traction in communities of all sizes, types, and climates.”

Whitehorse, Yukon is a first-time applicant and recipient of a Silver designation, joining ranks with Anchorage, AK (certified by the League of American Cyclists) as the only Silver BFCs north of 60 degrees. Whitehorse’s strengths include paved and separated bicycle paths to key destinations, an extensive recreational trail network, and has embraced its subarctic climate with a Winter Bike to Work Day and maintenance of select bicycle routes year-round.

Brantford, Ontario has upgraded from an Honourable Mention (2018) to a Bronze designation. Application highlights include a recent update to their Transportation Master Plan, ongoing investments and implementation of commuter paths, cycle bridges, a separated highway crossing, and pandemic-friendly Bike Month initiatives.

Lincoln, Ontario has also upgraded from an Honourable Mention (2017) to a Bronze designation. Lincoln has leveraged its natural features like vineyards and orchards to promote cycle tourism and build out a network of cycle routes, trails, and loops. With a pumptrack recently installed in October 2020 and new commitment from the municipality to maintain multi-use trails in winter, Lincoln residents have more options for cycling in town than ever before.

“In the Spring 2021 application round, we see a trend of ‘pandemic pilot projects,’ like vehicle lane closures and extended winter maintenance of trails becoming permanent offerings. We are pleased to see that communities are committed to supporting recent increases in bicycle ridership,” said Dr. Subha Ramanathan, Bicycle Friendly Communities Manager at STR. “Municipalities like Lincoln have prioritized cycling programming and access to active transportation routes and public spaces as a vital part of their pandemic recovery plan.”

The Canadian Automobile Association of South Central Ontario (CAA SCO) has been a partner in Share the Road’s BFC program since it launched in 2010. CAA SCO support raises the profile and outreach of Bicycle Friendly Communities through its cross-Canada networks, and generously covers the cost of application fees for municipalities.



“CAA SCO is proud to work with Share the Road to recognize municipalities that have improved their cycling infrastructure, education programs, and safety awareness. CAA SCO encourages municipalities to continue to find ways to provide safe active transportation options for their communities,” said Teresa Di Felice, Assistant Vice-President, Government and Community Relations CAA South Central Ontario.

About the Bicycle Friendly Communities Program and Share the Road Cycling Coalition

The [Bicycle Friendly Communities](#) (BFC) program, an initiative of the [League of American Bicyclists](#), was launched in Canada by Share the Road Cycling Coalition in 2010. BFC designations for the province of Québec are administered under the name [VÉLOSYPATHIQUE](#) by Vélo Québec. The program provides guidance, inspiration and award-recognition for communities that actively support bicycling. Municipalities are judged in four categories referred to as the four “Es”: Engineering, Education, Encouragement, and Evaluation & Planning. A community must demonstrate achievements in all four categories to be considered for an award. The award categories are: Bronze, Silver, Gold, Platinum and Diamond.

Share the Road is an Ontario-based not-for-profit organization working to make communities across Canada bicycle friendly for people of all ages and abilities. We work in partnership with municipal, provincial, and federal governments; the business community; road safety organizations; and other not-for-profits to:

- enhance access for bicyclists on roads and trails;
- improve safety for all bicyclists; and
- provide education about the value and importance of safe bicycling for healthy lifestyles and healthy communities.

About CAA South Central Ontario

As a leader and advocate for road safety and mobility, CAA South Central Ontario is a not-for-profit auto club which represents the interests of over 2 million Members. For over a century, CAA has collaborated with communities, police services and governments to help keep drivers and their families safe while travelling on our roads.

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