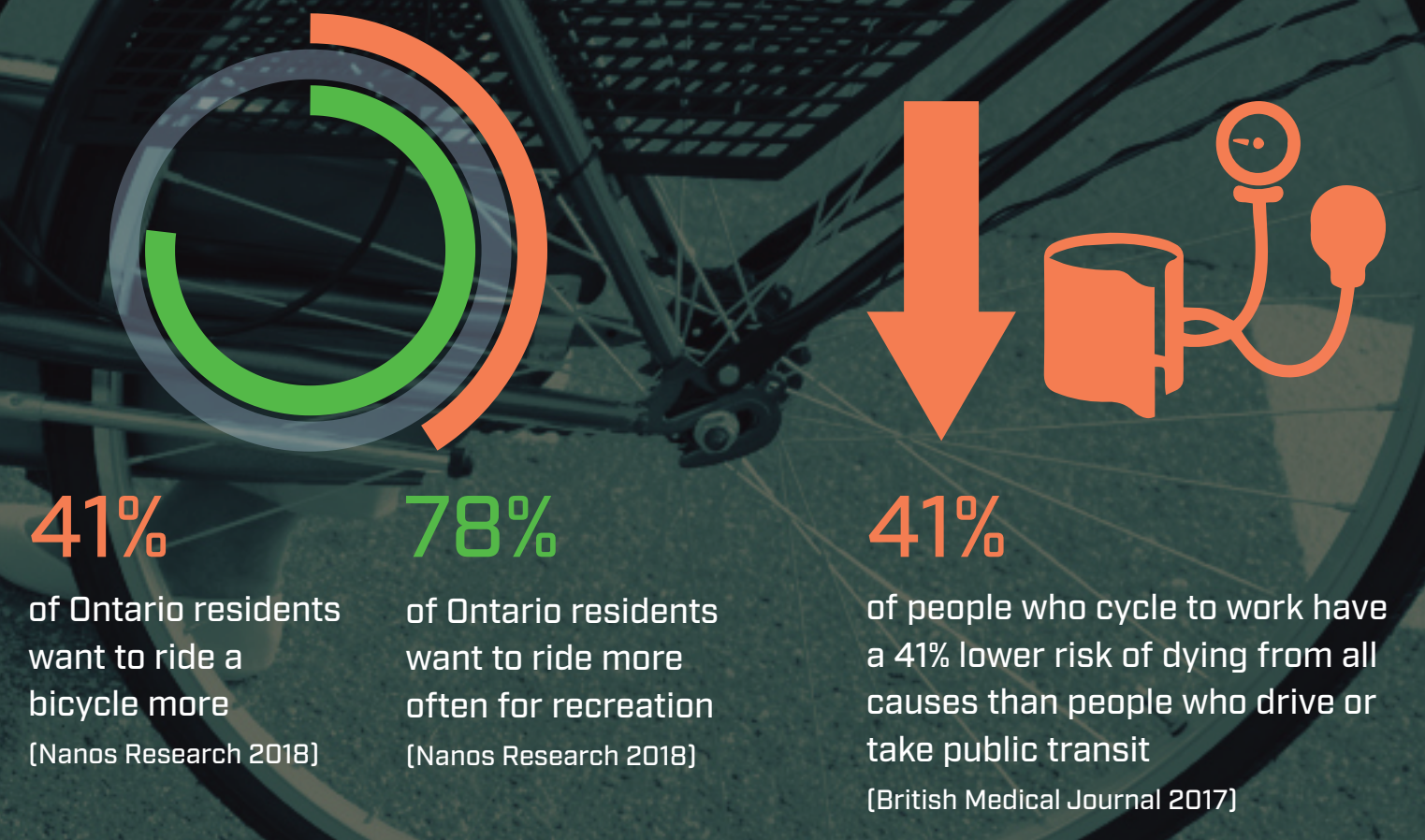
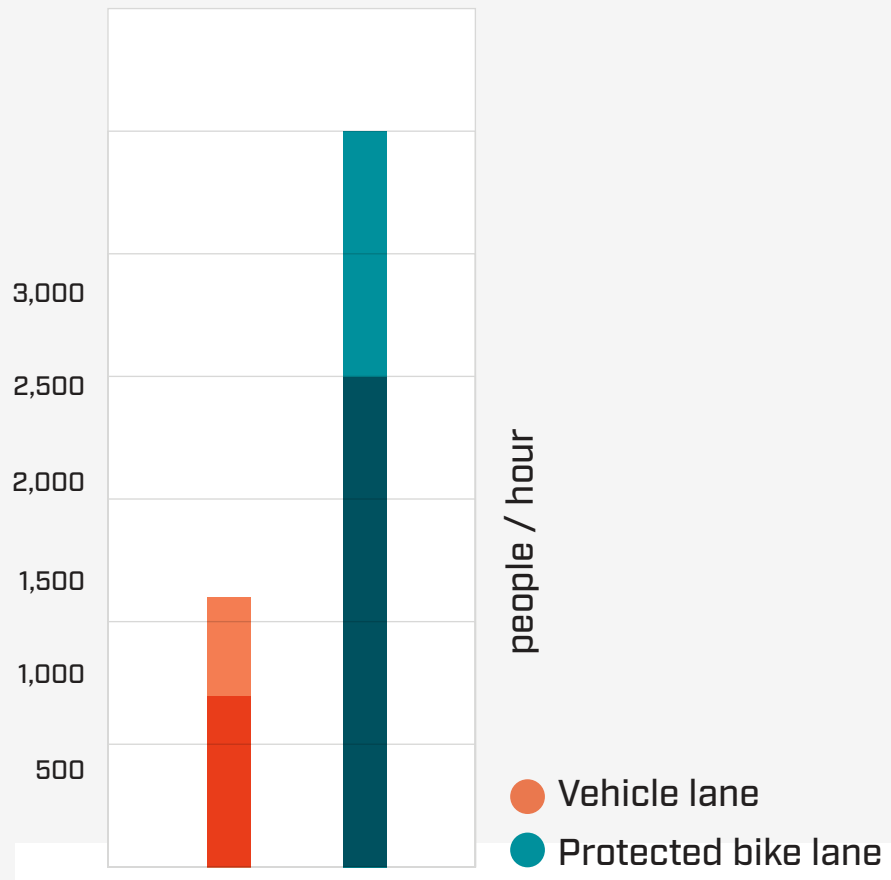




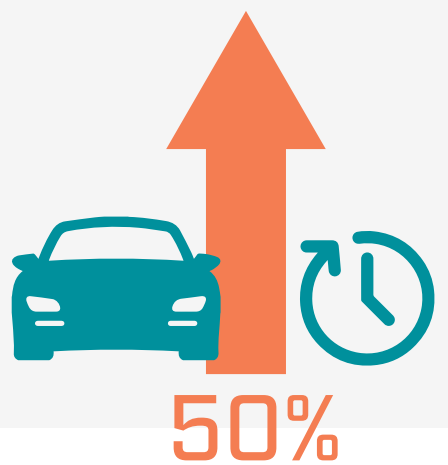
## HELP RESIDENTS LEAD HEALTHY, ACTIVE LIVES



## REDUCE TRAFFIC CONGESTION AND GET YOUR COMMUNITY MOVING



Including space for people on bikes in our road designs will move more people without widening the road. A typical vehicle lane can move 700 - 1,100 people per hour per direction while a protected bike lane can move 2,000 - 3,000 people per hour per direction [City of Vancouver 2018]



**50%** In major urban markets, traffic increases commute times by as much as 50% [CAA 2017]



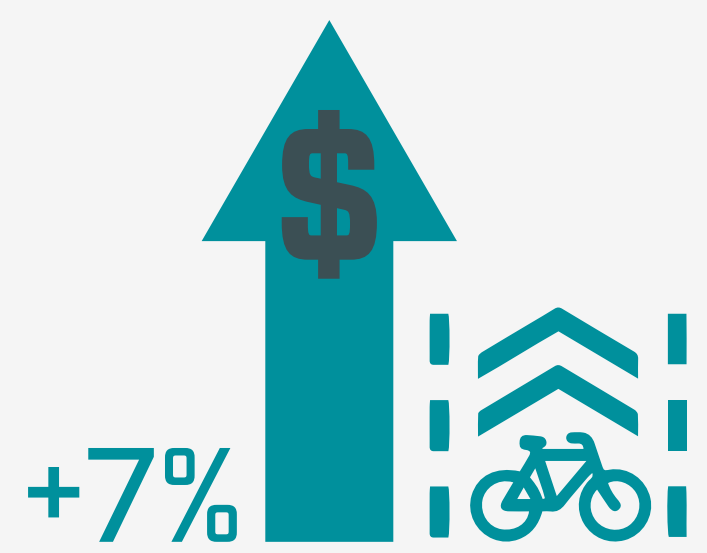
Building separated bike lanes to increase safety is a relatively low-cost solution to entice more commuters to pedal rather than take their automobile to work [CAA 2017]



## BUILD A VIBRANT DOWNTOWN FILLED WITH LOCAL BUSINESSES



People who bike, shop. In Toronto customers walking and cycling reported higher levels of spending compared to people arriving by car or transit and merchants reported more customers per day after the construction of the bike lane [TCAT 2017]



Bike lanes bring customers—a commercial main street in Salt Lake City saw an 8% increase in sales after the construction of a protected bike lane [Salt Lake City 2015]



## MAKE ROADS SAFER FOR ALL ROAD USERS

Following installation, a safety review of the Laurier Ave, separated bike lane in Ottawa showed that the collision rate for people on bikes decreased by 32% and the pedestrian collision rate decreased by 50% [City of Ottawa 2017]



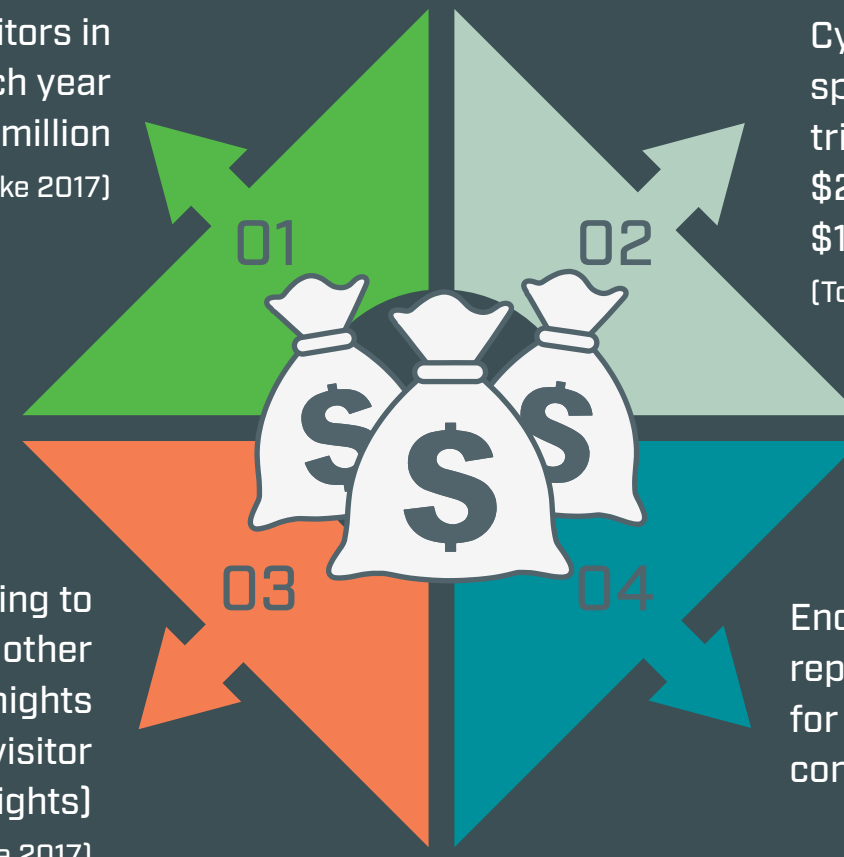
A safety review following installation of the Bloor St bike lanes in Toronto found an overall increase in road safety with a 44% decrease in overall road conflicts



## ATTRACT MORE TOURISTS

Existing potential: Almost 2 million bike visitors in Ontario each year spending \$428 million [Tour by Bike 2017]

Cycling tourists coming to Ontario stay longer than other visitors [average of 3.4 nights compared to Ontario total visitor average of 3.1 nights] [Tour by Bike 2017]



Cycling visitors tend to spend more on average per trip than other visitors, \$255/trip compared to \$171/trip [Tour by Bike 2017]

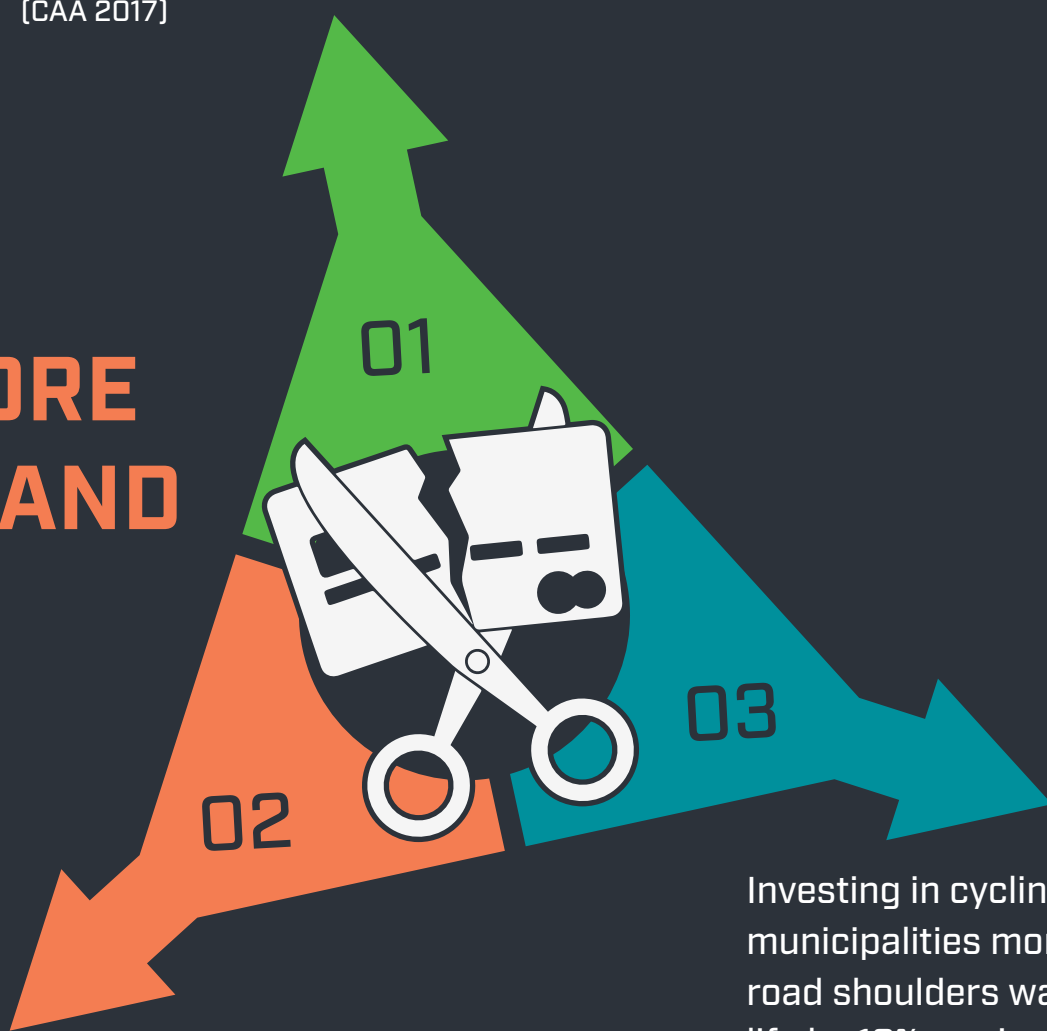
Encouraging cycling tourism represents an opportunity for economic development in communities across Ontario



## MAKE LIFE MORE AFFORDABLE AND EQUITABLE

Average annual cost for vehicle ownership is between \$8,600 and \$13,000 [CAA 2017]

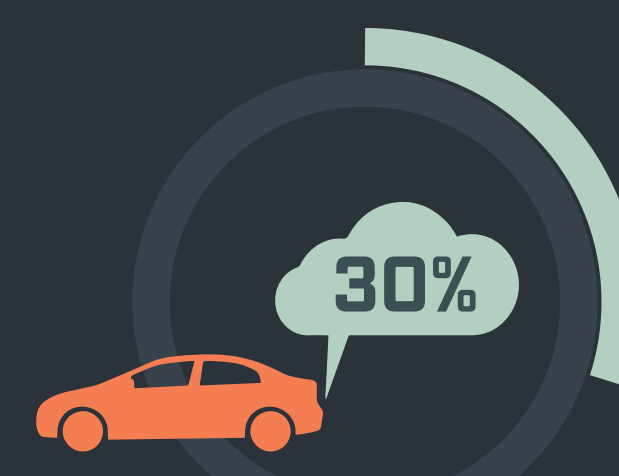
Making it safe and convenient for residents to cycle for shorter trips—instead of owning a second or third vehicle—can help reduce annual household transportation costs



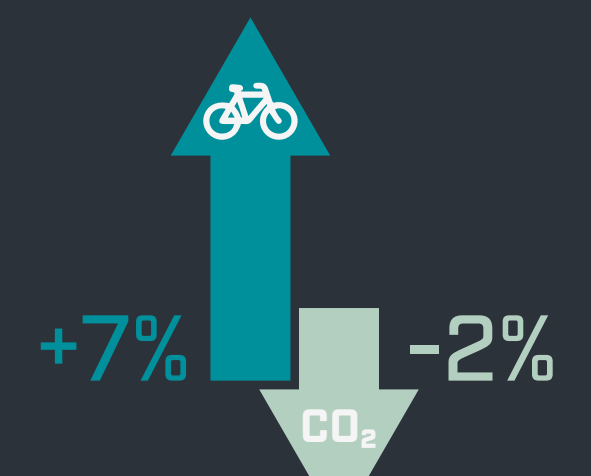
Investing in cycling can also save municipalities money, for example, paving road shoulders was estimated to extend road life by 10%, paying for itself within 18 years due to annual savings such as reduced maintenance, preservation of pavement edge and easier snow removal [Leeds-Grenville staff report 2017]



## REDUCE GREENHOUSE GAS EMISSIONS AND BUILD SUSTAINABLE COMMUNITIES



In Ontario the transportation sector accounts for 30% of GHG emissions



Opportunity to reduce emissions by making cycling safer. For every 7% increase in the length of Montreal's cycling network, they observed a 2% reduction in GHG emissions [McGill University 2016]