



Presenter and Workshop Details

Keynote Speaker: *Marlaine Koehler* is the Executive Director of the Waterfront Regeneration Trust. She has spent the past 15 years developing and managing the innovative partnership that has made a dramatic contribution towards the regeneration of the Lake Ontario and the St. Lawrence River waterfront.

In 1993, she led the Waterfront Regeneration Trust's work to launch the Waterfront Trail and Greenway, the organization's signature project, with a multi-faceted program that included sponsorship, major events, publications, and a collaborative branding program. By 2002, she evolved that program into a collaborative communications and promotion program that pooled community partners' promotional resources to implement a modest but effective and consistent Trail-wide awareness campaign.

From 2003 to 2008, she directed the Lake Ontario Waterfront Investment Program, which delivered over \$27 million of public and private investment to the Lake Ontario waterfront. The program included projects from brownfield remediation to habitat restoration and trail construction. By 2008 the Waterfront Trail was 720 km from Niagara to Quebec where it seamlessly connects to La Route verte.

In 2008, Marlaine launched the Great Waterfront Trail Adventure, a ground-breaking public engagement program that is raising the profile of the 720 km Waterfront Trail and promoting 41 waterfront community partners and encouraging active transportation. In 2011, Marlaine secured funding and Provincial support for a Lake Erie Cycling Route. This route will be part of the multi-themed trail network that is being spear-headed by Carolinian Canada Coalition.

Making Ontario a Cycle Tourism Destination—Good for our health and wealth

For over 20 years the Waterfront Trail has served as a catalyst for the regeneration of Canada's Great Lakes waterfront. Today the popular fitness and recreation amenity stretches 1400 km from Quebec to Windsor and is inspiring several exciting new initiatives. As an example the Waterfront Regeneration Trust is leading work to create the 470 km Greenbelt Route. As cycling grows in popularity, the Waterfront Trail is demonstrating its potential as a signature tourism attraction. Learn how together with its 70+ plus partners, the Waterfront Regeneration Trust is using the Trail to promote active living and make Ontario a premier cycling destination.

Breakout Sessions

Session A: Sue Shikaze: Building Capacity for Rural Transportation & Kate Hall: Walk Friendly Ontario

Kate Hall is a planner with twenty years of experience working in community development as both a professional and a leadership volunteer. Her work focuses on creating healthy, active communities through active transportation planning and she has particular expertise working with small towns and rural communities. This work has included research, policy review and development, community engagement and partnership building. Kate currently works with the Canada Walks division of Green Communities Canada and manages WALK Friendly Ontario; a provincial recognition program that encourages municipalities to create and improve the conditions for walking, by awarding bronze, silver, gold, or platinum designations.

Being WALK Friendly in Small Town Ontario: Walkability isn't just for big cities; small towns also need to create safe, convenient and inviting places to walk for the enjoyment of residents and visitors alike. We're all walkers! Improving the conditions for walking can lead to better health outcomes, revitalize local economies, foster social connections, and contribute to safer and more sustainable places to live, work play and learn.

The presentation will:

- Talk about what it means to be walk friendly
- Identify the many benefits that a walk friendly community can offer residents & local businesses
- Introduce the WALK Friendly Ontario program

Sue Shikaze works as a Health Promoter with the Haliburton, Kawartha, Pine Ridge (HKPR) District Health Unit in Haliburton County and is the chair of the Communities in Action Committee. A significant part of her work is advocating for and planning to create communities that are more walking and cycling-friendly, with a particular focus on addressing rural challenges and opportunities. Sue believes in the importance of creating supportive environments to encourage people of all ages to walk and cycle more, and promotes the

benefits of active transportation throughout the community. She is a dedicated user of active transportation and commutes regularly by biking, running or skiing depending on the season.

Building Capacity for Rural Active Transportation in Haliburton County

Rural communities have different needs and opportunities than urban areas when it comes to active transportation (AT) planning, promotion and implementation. This session will show how AT initiatives can be undertaken in rural communities by highlighting the work of the Communities in Action Committee (CIA) and its partners in Haliburton County, Ontario.

The presentation will:

- Discuss strategies and approaches used by the CIA to increase active transportation awareness and activity
- Share findings from a comprehensive evaluation strategy to measure changes in AT in a small, rural community
- Highlight the development of partnerships in order to move AT projects forward
- Provide a framework for evaluating impact of community-based efforts on changes in AT

Session B: Michael Dwyer:

Michael Dwyer MCIP, RPP – Mike has held the position of Manager of Development Services at The Township of Rideau Lakes since 2011, and was recently appointed acting Chief Administrative Officer. Mike holds a BA from Queen's University and a MA in Planning from the University of Waterloo. At Waterloo, Mike specialized in landscape design, visual landscape assessment and environmental psychology.

It is a good fit with Active Transportation and health given the established link between exposure to nature and restorative health benefits. His research also touched on accessible landscapes. It is practical in that it provides details on how the plan, design and maintain naturalized trails for a mixed user base with seemingly different motives.

Designing Trails with Nature in Mind: Does the design of trails, natural areas and parks matter? Yes! From positive health outcomes, to creating 'sense of place', to increasing usership – design matters. Come and learn the psychology behind how we 'plan' in nature. You may never look at a landscape the same way again.

This presentation will:

- introduce the concept of environmental psychology and why it matters
- discuss innate human connections to nature and what it means for our modern society
- provide concrete and easily implemented examples of how you can design trails and natural areas to play on human connections to nature and place
- show you how to design and plan for a diverse user base with seemingly different, and even contradictory, 'use motives'

Breakout Sessions

Session C: Don Palmer: Community Bike Share programs

Mr. Palmer has over 30 years of experience in the field of Human Services and business management, 25 of which have been in senior and middle management positions. His experience is very broad based. He has managed programs and provided direct services to persons with a variety of disabilities. He has extensive experience working with and designing programs for persons with severe and multiple disabilities.

Mr. Palmer has published numerous articles relating to program management, staff training, supported employment and equity employment for persons with a disability in the U.S. and Canada. He has been invited to present papers on his work to several professional associations including:

L'Association Scientifique pour la Modification du Comportement (Quebec group of behavioral psychologists).

AABT (American Association for the Advancement of Behavioral Therapy).

APSE (International Association for Persons in Supported Employment).

The Supported Employment Coalition of Ottawa-Carleton.

ICCD (International Association for Clubhouse Development).

The Canadian Association of Supported Employment.

Mr. Palmer has been the Executive Director of Causeway Work Centre (a community economic development agency serving eastern Ontario) since 1992. Causeway currently operates a menu-based, pre-vocational training & supported employment program. It also runs 4 social businesses designed to employ persons with disabilities. Causeway incorporates a variety of best practice, community employment approaches including: the IPS Model, Job Coach Model, ASEB Model, Transitional Employment and a number of graduated approaches including group placements and casual employment.

Mr. Palmer served as one of two Canadian representatives on the Clubhouse Advisory Council of the ICCD, located at Fountain House in New York City, was one of the first Canadian members of APSE (Association for Persons in Supported Employment) and served as the President of the 1st Canadian APSE Chapter that was located in Montreal, Quebec. Mr. Palmer served for two years as the Canadian representative on the board of WASE (the World Association for Supported Employment) headquartered in the Netherlands.

Mr. Palmer has been a voting constituent member of the Centre for Addictions and Mental Health (CAMH) for over 15 years. Mr. Palmer was appointed by the Minister of Health to the CAB (Community Advisory Board) of Brockville Psychiatric Hospital. He served on the board

for a period of five years until governance was transferred to the Royal Ottawa Health Care Group.

Mr. Palmer was appointed to the Ontario Ministry of Health & Long-Term Provincial Advisory Council that developed Ontario's policy on employment supports to persons with SMI, entitled "Making It Work". He was also appointed by the MOH<C to the Advisory Council of the Ontario Council of Alternative Businesses (OCAB). He was appointed to the Champlain District Mental Health Implementation Task Force and was responsible for writing the section of the MHITF report that related to employment and education.

In 2007 he was selected to sit on the United Way (Ottawa), "Labour Market Inclusion for People with a Disability" Committee. The same year he was contracted by MCSS on behalf of Causeway to write a Supported Employment Training Manual which was sent to over 200 ESP service providers across Ontario.

In 2008 he was appointed by the Minister of Community and Social Services to help develop the Employment access standard for the Accessibility for Ontarians with a Disability Act.

RightBike (www.rightbike.org) is a community bike share program operated by Causeway Work Centre, a community economic development organization in Ottawa. RightBike is unique in its approach for several reasons:

- Operates as a social enterprise, training and hiring persons with disabilities as bicycle mechanics to maintain its fleet of 60 purple bikes.
- Has been designed to be both accessible and affordable. It is administered on a voluntary basis by several private and public sector partners including bicycle retailers, mainstreet business operators, community recreation centres & community health centres. Unlike BIXI, RightBike does not rely on technology or specially designed and built bicycles. Bicycles are rented out through simple face-face transactions utilizing cash, credits cards, or memberships. Rates are intentionally kept low (\$5 per 24 hours) to allow access to cycling for all regardless of economic status. Unlike BIXI credit cards are not required.
- The fleet has been developed from donated bicycles in order to keep capital costs down and to ensure unwanted bicycles do not end up in Ottawa landfill sites. The RightBike fleet is made up of 3 speed stormy-archer, internal hub bicycles, equipped with large saddles, fenders and front baskets to emphasize ease of riding and to facilitate utilitarian use.
- Has in its fleet handcrank bikes for riders unable to cycle with their legs and tricycles to facilitate use by seniors and those wish to transport larger cargo.
- Operates with 13 community partners, making it truly community owned and operated.
- Fully supported by the City of Ottawa, which provided funding for an original feasibility study & business plan and this year provided a \$30,000 Better Neighbourhoods grant to allow RightBike to expand into 4 new Ottawa neighbourhoods and to develop 8 more bicycle stations.

- Maintains a list of outcomes and can trace the development & popularity of bike share in Ottawa over 2 operating seasons.
- Part of this presentation will focus on the ease of replication into similar urban areas making cycling more accessible to the general public. It will also focus on bike share replication in rural communities.

Session D: Nancy Smith Lea: Complete Streets

Nancy Smith Lea is the Director of the Toronto Centre for Active Transportation (TCAT), a project of the registered charity Clean Air Partnership. Nancy leads all of TCAT's programs and research, including the annual Complete Streets Forum. She has decades of experience in research and project management, has published several articles about barriers and incentives to cycling, and has been actively involved in working toward improving conditions for active transportation in Toronto since 1993. Nancy is a Vital People award recipient for "Putting Active Transportation on the map".

Presentation Description:

Complete Streets: Streets are an important aspect of the livability, inclusivity, and safety of our cities. "They ought to be for everyone, whether young or old, motorist or bicyclist, walker or wheelchair user, bus rider or shopkeeper." (Complete Streets Coalition) Yet in Canada, we are saddled with a decades-old tradition of prioritizing the automobile, resulting in serious environmental, health and safety effects. While there is no easy fix for this problem, a strong and growing desire is being expressed from coast to coast to embrace change, tackle practical solutions and embrace the vision afforded by a Complete Streets approach. From community members, to engineers and planners, to decision-makers, a sea change is afoot for building streets that are safe and welcoming for all road users, not only motorists. TCAT launched its Complete Streets program in 2009 and since that time, has seen interest and momentum growing in leaps and bounds. In 2010 TCAT hosted its first annual Complete Streets Forum and in 2012 launched the Complete Streets for Canada website, which aims to be the "go-to" hub for Complete Streets policy, design and citizen engagement. This presentation will provide an introduction to Complete Streets, examples of Complete Streets in Ontario, and the benefits for municipalities in implementing a Complete Streets policy.

When Communities Organize

In this session we will have several local partners give a short 10 minute report on what they are doing around "Active Transportation":

1. Lanark Leeds & Grenville Healthy Community Partnerships

2. Naismith School Travel Planning Committee
3. Renfrew Physical Activity Network
4. Mississippi Mills Bicycle Month
5. Town of Mississippi Mills
6. Lanark County

Evening Documentary Film- David Chernechenko: Bike City, Great City

David Chernushenko is an Ottawa city councillor. He has cycled all his life, all over the world. Some places were safer than others. He works to make walking, cycling and transit viable options for most people most of the time. He recently produced Bike City, Great City, a documentary that illustrates how cities that are better for cycling, are better for everyone. He has recently contributed to the adoption of a Complete Streets Policy within the City of Ottawa's Transportation Master Plan.

The trailer to the movie that is being show can be viewed at the following link

<http://www.bikecitythemovie.ca>

Agenda Friday May 30th

Medical Officer of Health Speeches

Breakout Sessions

Session G: Justin Jones: Share the Road- Bike Friendly Communities

Justin Jones is the Manager of Share the Road's Bicycle Friendly Communities Program. With more than a decade of experience working with various government agencies, not-for-profits and community groups, Justin brings a broad range of experience to his role as Manager of the Bicycle Friendly program. He is passionate about creating walkable, bikeable, livable communities where people can live, work and play, and works to bring about positive change through the power of two wheels every day. He resides in Belleville, and can often be found either riding his bike, enjoying one of the City's many fine cafes or walking his dogs.

Share the Road- Bike Friendly Communities: Since 2010, the Share the Road Cycling Coalition has been running the Bicycle Friendly Communities Program in Ontario. Originally created by the League of American Bicyclists in 2003, the BFC program provides municipalities with an opportunity to benchmark their progress against a well-defined, international set of criteria that identify the "DNA" of what makes a community a great place for cyclists. This session will focus on a brief history of the program, the importance of "the 5 Es" and how the BFC program has been an effective tool to both recognize the successes a community has made and to encourage them to do more.

Session H: Jeff Jackson: Risk Management

Jeff Jackson is a professor and coordinator of Algonquin College's Outdoor Adventure Program. He brings a business management perspective that spans adventure tourism, economic development, health care and education. Specializing in organizational change, professional development and project management, Jeff is an award winning educator whose strength lies in implementation and systems planning. His consulting work has taken him around the world for economic development, staff training and risk management projects. He speaks extensively on risk-related topics, and has contributions in several textbooks and published articles.

Breakout Sessions

Session E: Kate Hall: Being WALK Friendly in Small Town Ontario

Kate Hall is a planner with twenty years of experience working in community development as both a professional and a leadership volunteer. Her work focuses on creating healthy, active communities through active transportation planning and she has particular expertise working with small towns and rural communities. This work has included research, policy review and development, community engagement and partnership building. Kate currently works with the Canada Walks division of Green Communities Canada and manages WALK Friendly Ontario; a provincial recognition program that encourages municipalities to create and improve the conditions for walking, by awarding bronze, silver, gold, or platinum designations.

Being WALK Friendly in Small Town Ontario:

Let's go for a walk! This session will get summit participants out into the streets of Almonte, walking and talking about the walking environment. The purpose of a walkability audit is to evaluate the walking environment and identify areas of concern for walkers related to safety, access, comfort, and convenience. Walkability audits are a powerful tool for change – you'll never look at your streets the same way again!

Session F: Louisa Mursell: Ontario By Bike-Welcome Cyclists Workshop

Louisa Mursell, Projects Director, Transportation Options/Ontario By Bike

Louisa is the Projects Director of Transportation Options, the non-profit organization that coordinates a number of programs that foster sustainable transportation and tourism in Ontario. First starting with the organization in 2008, she has worked on a number of innovative projects including launching the Ontario By Bike Network in 2010, as the Operations Manager for the Bike Train Initiative and Conference Director of the 2013 Ontario Cycle Tourism Forum and Assistant Coordinator of the 2009 Forum. With contacts from and contracts on a variety of cycle

tourism development projects across Ontario, Louisa enjoys getting out and meeting partners, businesses owners and cyclists. A keen cyclist and outdoor enthusiast, she commutes to work by bike, and likes to bike on weekends for fun with her family.

www.ontariobybike.ca / www.transportationoptions.org

TWITTER: @OntarioByBike

FACEBOOK: www.facebook.com/pages/Ontario-By-Bike/229633693760203

Ontario By Bike – Connecting to Cycle Tourism Opportunities

Cycle tourism presents enormous opportunities for eastern Ontario. Learn more about how to attract more cycle tourists to your area and how local businesses can get on the map, connect with and benefit from the increasing number of visitors and also residents who participate in cycling activities.

Find out more about the Ontario By Bike Network, a program that certifies and promotes bicycle-friendly businesses including accommodations and food service providers, destination attractions and cycling-related businesses or organizations. Plus:

- Local and regional cycle touring routes, services and events
- How welcoming cyclists can be good for businesses
- Who are cycle tourists and what do they want?
- How to become a certified bicycle-friendly business
- Marketing and networking opportunities
- What other regions in Ontario, Canada and worldwide are doing to engage this market
- Destination development, accessing existing and future cycle tourism opportunities

Active in Lanark County, nearby Renfrew, Frontenac, Leeds and Grenville, city of Ottawa and a total of 27 regions around the province the Ontario By Bike Network, can help your area and local area businesses leverage an engaged online community of cyclists, and benefit from a free marketing initiative, tapping into this growing, high-yield tourism market.