

Grassroots Development & Implementation of a Cycling Strategy in Simcoe County



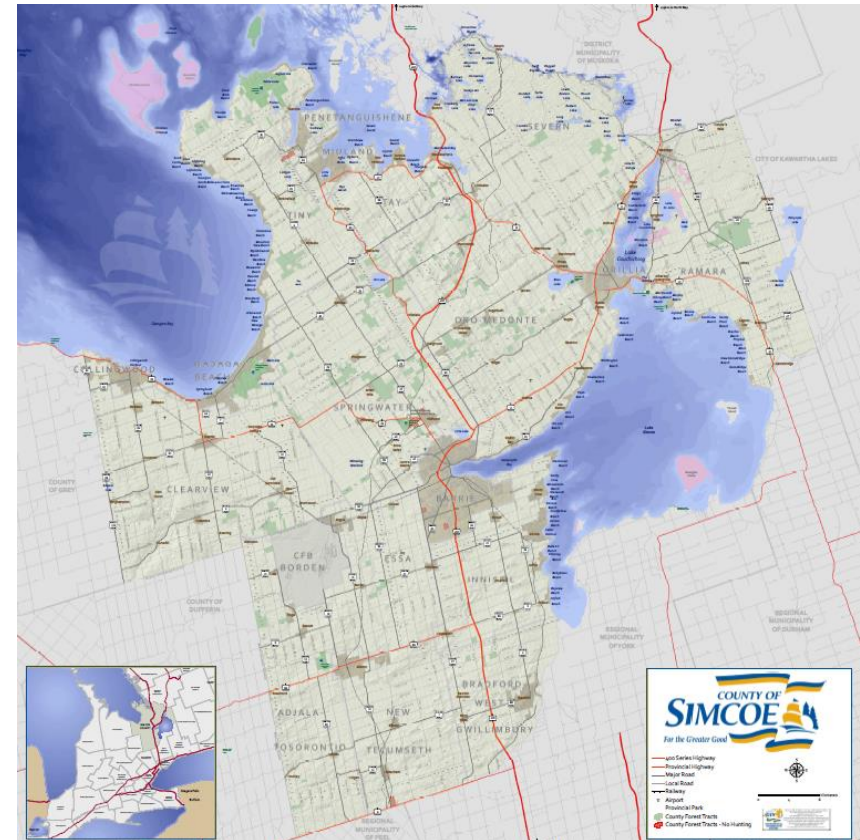
What started it all...

1. The Barrie Cycling Club wanted safer roads to ride on. That simple.
2. The County saw an opportunity to generate tourism revenue.



About Simcoe County

- Population of 479,000
- Mostly rural, agriculture
- We connect to Georgian Bay and Lake Simcoe
- We neighbour the Town of Blue Mountains
- Approximately 1hr north of Toronto



Cycling in Simcoe County - 2013

- Pros:
 - Natural terrain suited for cyclists
 - Extensive rail trail network
 - Passionate cycling community
 - National Mountain Bike Centre
- Cons:
 - No cycling infrastructure
 - No organization
 - No collaboration



We Got Organized

- The Barrie Cycling Club partnered with:
 - Health Unit
 - OPP
 - Ontario by Bike
 - Tourism / Planning / Roads
 - Township of Oro-Medonte
 - Local Stakeholders

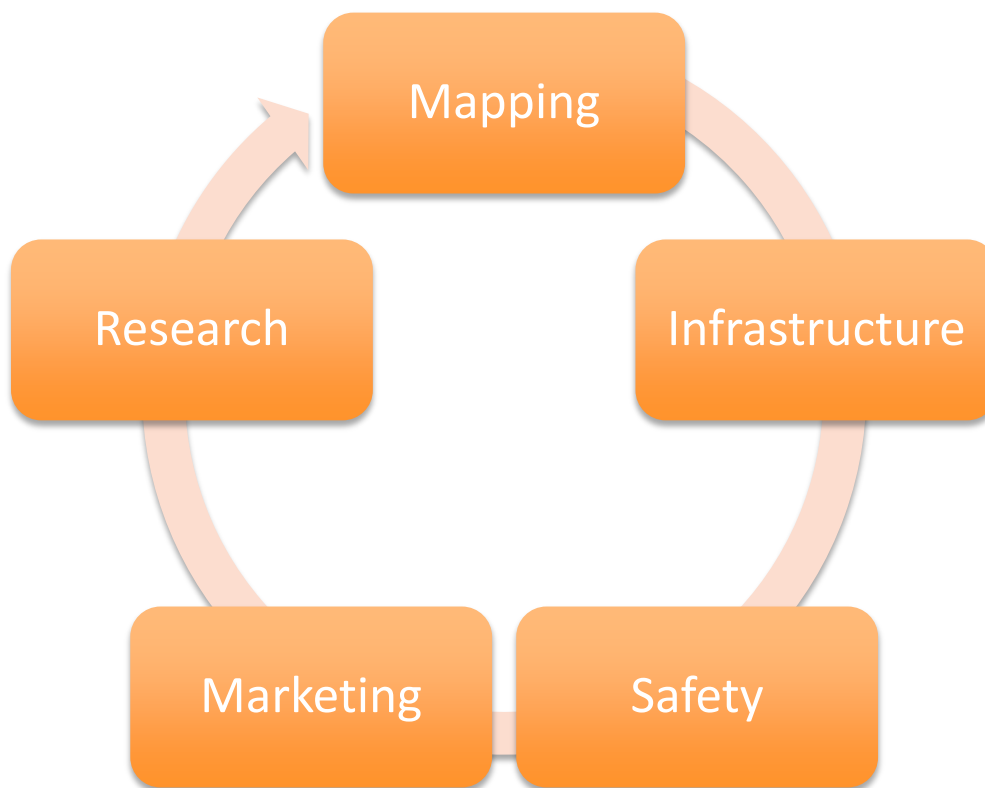


Simcoe County Cycling Tourism Strategy

- In 2013 the Barrie Cycling Club applied for an Ontario Trillium Foundation grant. The purpose:
 - Hire a cycling coordinator to develop and implement a test pilot project in the Township of Oro-Medonte.



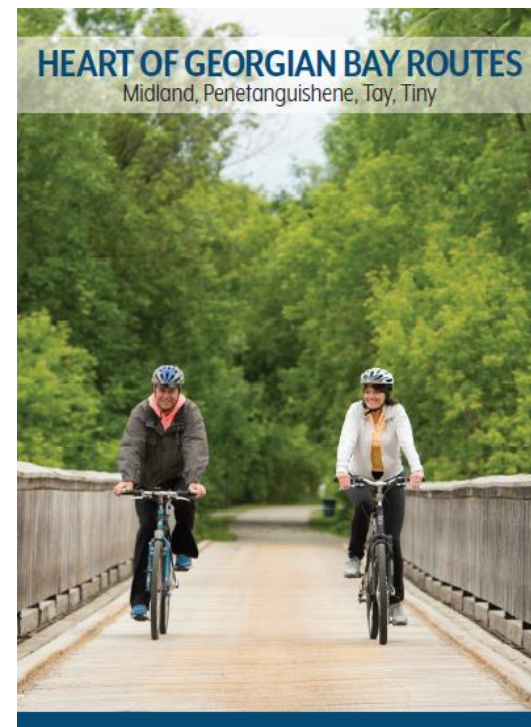
Our Process



The Map



“I want what they have!”



Register for Ontario by Bike

- Cycling friendly checklist
- Free listing on map once certified
- Ontariobybike.ca



Signage

- Worked with RT07 to develop a cycling wayfinding standard for Bruce County, Grey County and Simcoe County.
- Installed along multi-use trails and signature road routes.



Safety

- Direct a message towards both cyclists and motorists, alike.
- 4 videos, two messages:
 - 1 metre it's the Law
 - Cyclists must also follow the rules of the road.



1 Metre it's the Law

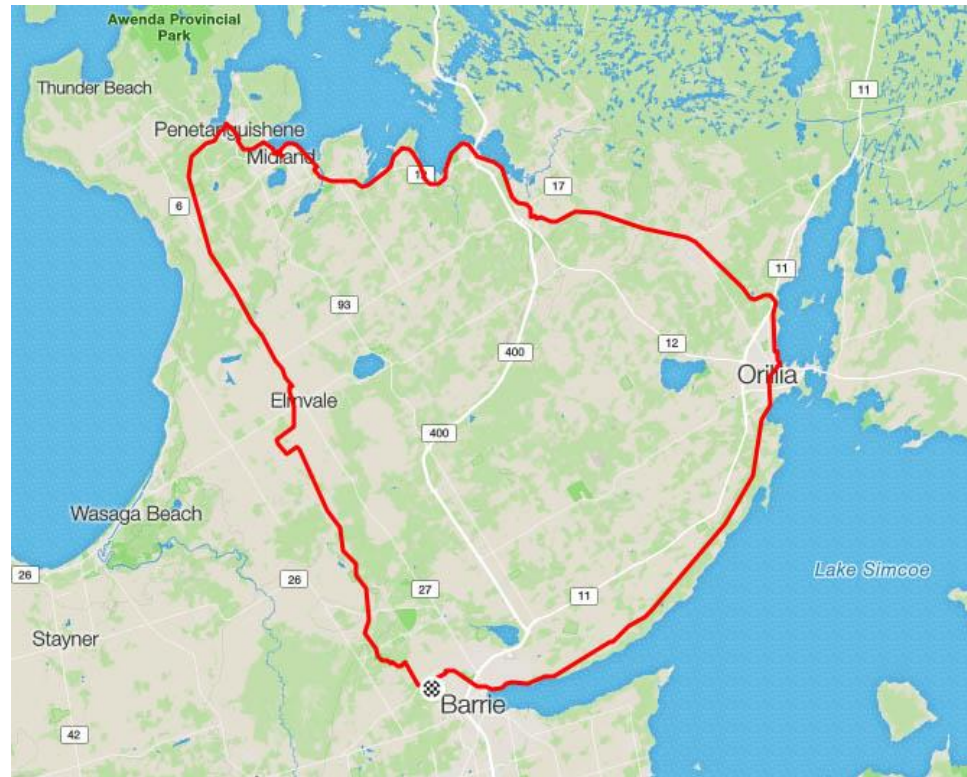


Safety Tips for Cyclists



Simcoe County Loop Trail

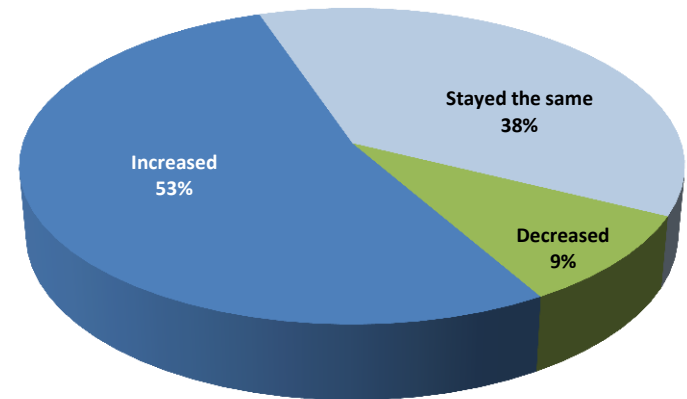
- 160 km loop trail
- Travels through 9 municipalities
- Allowed us to fix gaps between communities
- Opportunity for multi-day trips



Cycle Business Trends 2015-2016

- Almost all businesses (91%), felt cycle-related business had increased or stayed the same compared to the previous year.
- All but one Hotels/Resorts/Residence felt business had increased from last year. One accommodator indicated they had 3 large groups of cyclists with a significant repeat and referral business from Quebec markets.

Cycle Business Trends 2015-16 (N=32)



Cycle Business Trends 2015-2016



- B&B businesses, although they captured small volume of cyclists, felt business had increased or stayed the same.
- For 17 Simcoe County accommodators who responded, a total of 1,874 cyclist nights were recorded (# of cyclists X # of nights).

Business Type	Trend 2015-16
Attractions	↔ ↓
Bike shops	↑ ↑ ↔ ↔
Touring companies	↔
Hotel/Resort/Residence	↑ ↑ ↔ ↔ ↓
B&Bs	↑ ↑ ↑ ↑ ↔ ↔ ↔ ↓
Café/retail/bakeries/brewery	↑ ↑ ↑ ↑ ↑ ↑



Thank You

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