



Cycling Advocacy in Ontario

An update from the Share the Road Cycling Coalition



VISION

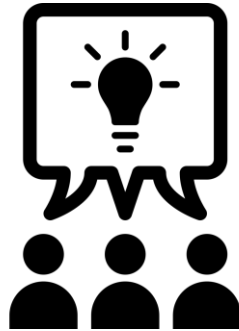
Share the Road envisions a future in which Ontario is the most bicycle friendly place in North America.

Share the Road contributes to making Ontario bicycle friendly through **Advocacy, Building Capacity, and Changing the Conversation.**

Year at a Glance: Cycling in Ontario



Up to \$250 million for cycling in Climate Change Action Plan; \$50 million in 2017



Provincial Survey of 360+ cycling stakeholders



Launch of a multi-media 1m safe passing law awareness campaign



Significant progress on CycleON Action Plan 1.0 (all actions underway)

Building Cycling Infrastructure

- Advocacy for \$200 million for cycling infrastructure under Climate Change Action Plan
- \$150 to \$225 million for cycling infrastructure included in the Climate Change Action Plan (2016-2020)
- Letters of support from 18 Mayors to roll out funding in 2017
- Cycling partners called on province to include \$50 million for cycling infrastructure in 2017 budget
- Letter of support signed by 51 municipal elected officials
- \$50 million in 2017 budget, additional funding details just released



Ontario Municipal Commuter Cycling Program

- Four year program, \$42.5 million in year one, future funding dependent on availability of cap and trade proceeds
- All Ontario municipalities eligible, up to 80% of project costs, application deadline **is August 18th, 2017**
- Two streams: medium and large municipalities (>15,000) and small municipalities (<15,000)
- Medium/large: based on a funding formula, must have cycling plan
- Small: up to \$25,000, cycling plan not a requirement



Stakeholder Survey

The momentum in Ontario has been towards a more bicycle-friendly province over the past 3 years (95% of respondents)



Top Provincial Priorities



Annual infrastructure
funding (82%)



Education (66%+)



Biggest missed opportunity:
construction/re-development of
roads without cycling
provisions

Future infrastructure funds
should have different
categories/criteria depending
on community size and location

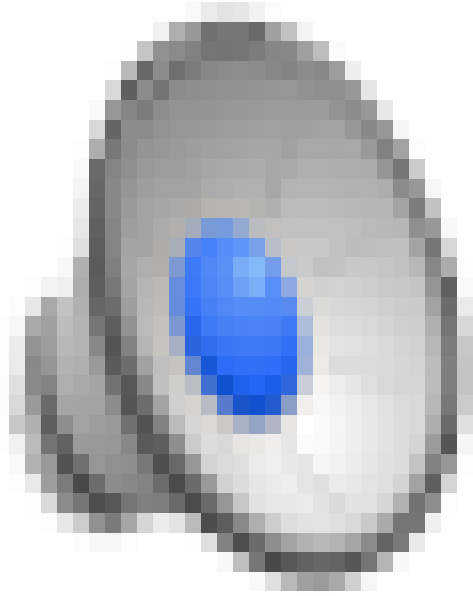


Stakeholder Survey

Resulting Actions from Share the Road

- Met with staff in the offices of the Premier, Minister of Transportation, Minister of Environment & Climate Change and Minister of Tourism, Culture and Sport to share results and celebrate momentum
- Successful advocacy to see \$50 million in provincial funding for cycling infrastructure in 2017
- Cycling infrastructure funding does take municipal size into account
- Letter to the Minister of Transportation regarding inclusion of construction costs of cycling infrastructure on provincial highways crossings and interchanges
- Launch of awareness campaign & education pilot project

1m Awareness Campaign



1m Awareness Campaign



- To date, more than **3.1 million impressions** for the campaign, including
 - Horizon Travel Magazine (100,000)
 - 10 second clip in Dundas Square
 - 5 second clip on 10 PATH screens
 - Print ad on packaging of 10,000 lights
 - Print ad on Muskoka Cycling Map
 - 12,000+ views through Facebook
 - Niagara Public Health screening at vaccination clinics
 - Display opportunities in your community...
- Resources **available for free** to all municipal and cycling partners, we want to get this information out to all road users!
- Aim to pool resources for provincial messaging, **local stakeholders focus on distribution & engagement**
- Opportunities for future awareness campaigns

CycleON Action Plan 1.0

- CycleON: Ontario's Cycling Strategy (2013) being implemented over 20 years through a series of multi-year Action Plans
- Action Plan 1.0 launched in 2014 with 34 actions, some with hard deadlines, others are ongoing
- Analysis in October 2016 identified all 34 actions either underway or completed
- Launch Action Plan 2.0 consultations in 2017, maintain the momentum



2017 Ontario Bike Summit

- 9th Annual summit the largest to date with 290 delegates (26% increase)
- 32 speakers exploring “Just Add Bikes”
- Keynote addresses delivered by The Honourable Eleanor McMahon and the Honourable Steven Del Duca, Todd Scott from Detroit Greenways and Julie Sawchuk from Huron County
- Members of Queen’s Park All-Party Cycling Caucus at keynote dinner, including 5 members of Cabinet
- Two youth Emcees representing CultureLink Canada
- Bike tour of local infrastructure led by City of Toronto staff



Congratulations Cornwall & Belleville!



Elements of a BFC

Engineering



Education



Enforcement



Encouragement



**Evaluation and
Planning**



Next Steps: Cycling Education

Online Survey

Jan 29-Feb 8, 2016

199 responses



Stakeholder Conference Calls & Individual Interviews

Feb 8-26, 2016

55 participants



Face-to-Face Meeting

Mar 7, 2016

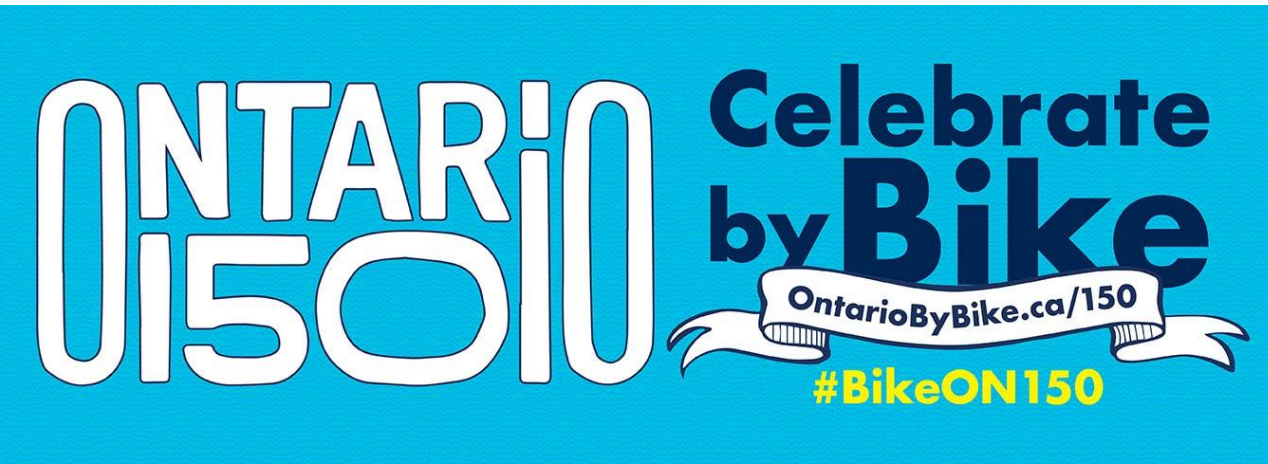
15 attendees

Key Findings

- Demand for **shorter courses** that teach people what they want to know about cycling
- More **promotion** is needed that highlights the value of CAN-BIKE courses for residents of all ages
- National **support for instructors** and local delivery partners is key to growing the program
- Identifying **specific audiences** for training and targeting them through customized marketing is also key
- **Limited national resources** to maintain program or support growth

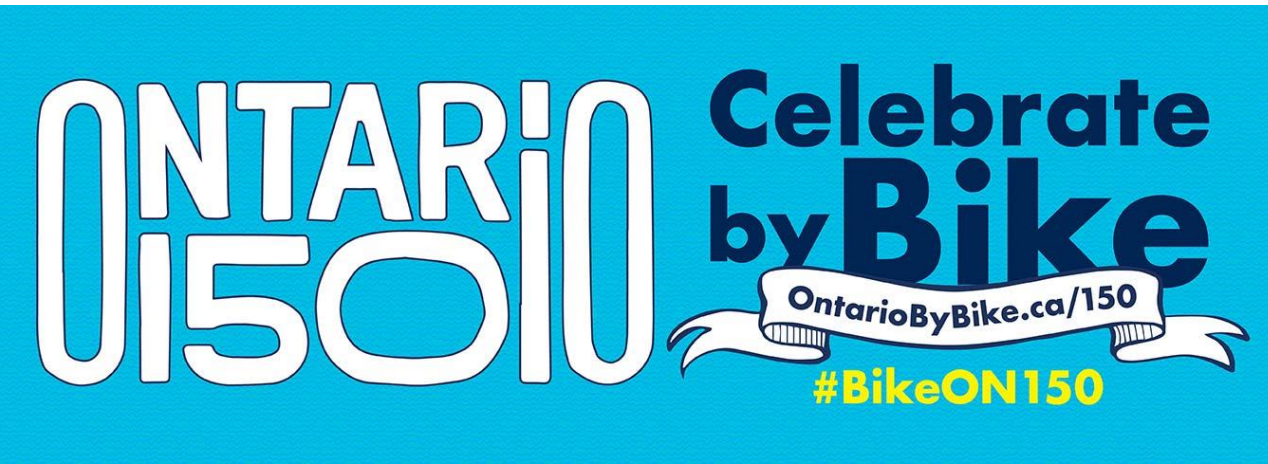
Next Steps: Cycling Education

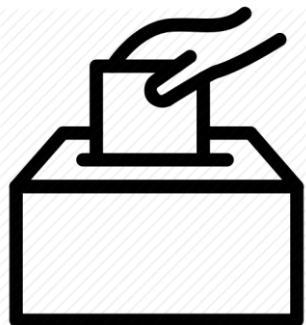
- Funding through Ontario150 for Share the Road to provide provincial support, including:
 - Training up to 10 new instructors
 - Identifying partners, scheduling courses, coordinating course logistics
 - Providing a low cost alternative at \$35/student for 4 hour course (largely thanks to reduced insurance rates provided by Cycling Canada)
 - Developing, distributing and analyzing evaluation tools to all interested partners



Next Steps: Cycling Education

- Pilot Objectives:
 - **Evaluation** – retention of information, testing new course curriculum, evaluating new approaches
 - **Supporting instructors** – coordinating courses to create more lucrative job opportunity, reduce volunteer hours/costs
 - **Building a sustainable model** – instructor memberships and course fees paid to Cycling Canada to support program coordination





Transformative Investment & Ongoing Progress for Cycling in Ontario



How You Can Engage Provincially



Follow Share the Road on Twitter (@STRCanada) and Facebook



Sign-up for our newsletter and stay up to date on opportunities for feedback



Support/encourage your community to apply for the BFC Program or host a workshop



Ensure your municipal leaders and staff are aware of new funding opportunities for cycling infrastructure



Consider attending the Ontario Bike Summit and share the opportunity with local officials and staff

www.sharetheroad.ca

Why Support a National Program

- Deliver a certified curriculum
- Using some CAN-BIKE resources and not others
- Avoid duplication of efforts and resources on local re-inventions of the curriculum
- Provide feedback instead of starting from scratch
- Enhancing opportunities for feedback – join CAN-BIKE Steering Committee
- Focus local efforts/resources on course promotion, delivering free courses, hiring/training new instructors
- A model and course that will outlast an individual or a group

