



Waterfront Trail

A signature project of the Waterfront Regeneration Trust

Making Ontario a Cycle
Tourism Destination using Signature
Trails

May 2014

Marlaine Koehler

Waterfront Regeneration Trust

Eastern Ontario Active Transportation Summit

Almonte



THE ONTARIO
TRILLIUM
FOUNDATION



LA FONDATION
TRILLIUM
DE L'ONTARIO

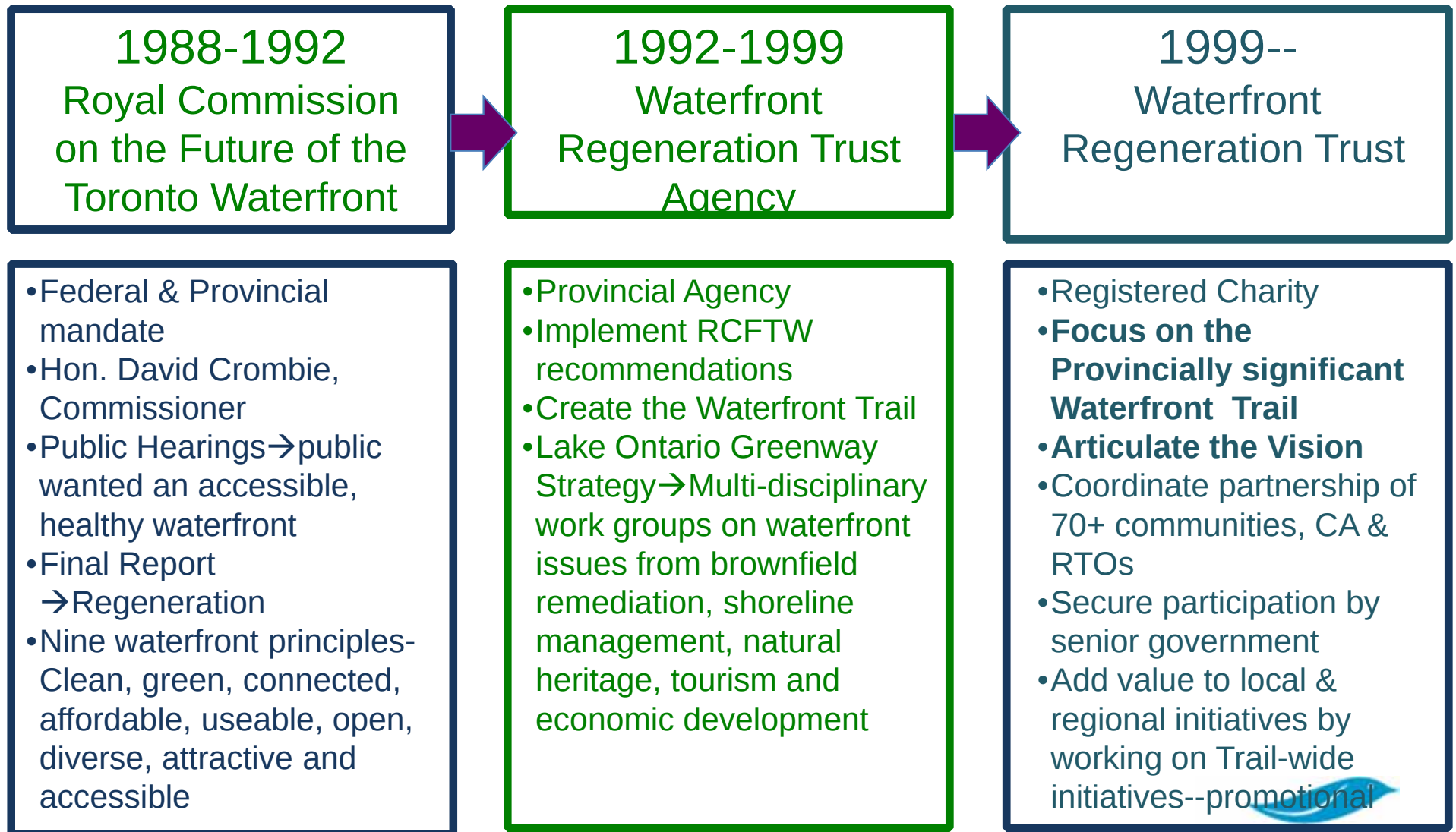


Making Ontario a Cycle Tourism destination

- Leverage the appeal of signature trails to achieve
 - Health
 - Ecological
 - Economic goals
- Waterfront Trail as an example
 - What 20 years of investment has created
 - How our partnership works and role of the WRT
 - Promotions → Beyond Brochures
 - Template for expansion



Evolution of the Organization



Vision

*The Great Lakes are the largest group of freshwater lakes on **earth**, containing 21% of the world's surface freshwater. In Canada, they are unique to Ontario and one of our most precious resources.*

The WRT is committed to connecting people to their Great Lakes waterfront and in doing so, engage them in the work to make our Great Lakes waterfront a healthy and vibrant place to live and work.

*We envision a Great Lakes Waterfront Trail that is **complete & connected, an integral part of each ecosystem it passes through, enhancing the environment, economy, society and history** of every community that participates in the development and use of the Trail*



Waterfront Regeneration Trust

- Complete, enhance and expand and connect the Waterfront Trail
- Facilitate a partnership of 100+ municipalities, conservation authorities and others
 - Planners, parks and recreation, transportation, public works, economic development departments
- Inspire the public to use the Trail and support protection and regeneration of the Waterfront
- Develop the tourism potential of the Waterfront Trail



Active, healthy, affluent, and aware

“Young people today are driving significantly less than previous generations. Motor Trend magazine notes that young professionals flocking to cities today are less inclined to buy cars and ‘more likely to spend money on smartphones, tablets and \$2,000-plus bikes.’ These young people represent the ‘creative class’ talent pool that many companies covet.”

<http://greenlaneproject.org/blog/view/198>



The Economist

The future of driving

Seeing the back of the car

In the rich world, people seem to be driving less than they used to

Sep 22nd 2012 | From the print edition

Like 1.7k Tweet 544



"I'll love and protect this car until death do us part," says Toad, a 17-year-old loser whose life is briefly transformed by a "super fine" 1958 Chevy Impala in "American Graffiti". The film

The trend in ownership and kms traveled is reaching a saturation point.

Young people are getting their licenses later and driving less.

<http://www.economist.com/node/21563280>

September 22, 2012



Economic Benefits-Tourism

- Cycle tourists stay longer and spend more (Transportation Options, Velo Quebec)
- In 2010, 2 million Canadian visitors went cycling while travelling in Ontario and spent \$391 million, (an increase of 25% and 18% respectively from 2009).
- 70% of Ontarians want to cycle more (Share the Road Coalition--2013)





Quebec Cyclists

- Quebec has 4 M cyclists!
- 3.1 M adults 18-74 ans
 - + 500 000 vs 2005
- Cyclists spend more (108\$ VS 52\$)
- Quebec cyclists spend \$166 M annually and \$134 M annually on Route Verte
- Stay longer (7.5 vs 3.1) and travel more often
- May until the end October



Tourism Potential-- what Quebec says

2012 Montreal Bike Survey

- 88% say knowing about Waterfront Trail leads to planning a trip
- 33% knew about the Waterfront Trail (↑13% from 2011)
- 88% were interested in touring Lake Erie
- In 2011 Grande Tour introduced 2,200 Quebec cyclists to Ontario!
- 40% thinking about travelling to Ontario this year; 45% plan a trip in the next 1 to 3 years



... that between the 6 of us, the "Team Quebec" members as we like to call ourselves, there are to date some 20 to 25 people we talk to that are almost certain to go on the next GWTA. So what you guys are doing for the Waterfront Trail; getting people to know about it, use it, bringing tourism over, the development of it, it's working !!!





- Returns to the Waterfront Trail in the Niagara & Lake Erie regions August 2 to 9
- 1800-2000 participants
- 52% from Montreal → large potential for repeat visits
- 59% earn \$80K+
- 300 stay in hotels
- 36000 meals locally sourced
- 150 portable toilets rented
- 250,000 → size of Velo Quebec network of cyclists who learn about cycling destinations through the Tour
- 81% of participants in the **2011 Grand Tour** indicated they would return to the area in the future
- 90% would recommend the area to friends and family.
- 88% say knowing about Waterfront Trail leads to planning a trip (2011 Montreal Bike Show Poll)



Tourism Potential--USA

- \$46.9 billion is spent on meals, transportation, lodging, gifts and entertainment during bike trips and tours.

Source: League of American Bicyclists Darren Flusche Policy Analyst, June 2009



The Waterfront Trail





Waterfront Trail

www.waterfronttrail.org

1995





Waterfront Trail

www.waterfronttrail.org

1996





Waterfront Trail

www.waterfronttrail.org

2002





Waterfront Trail

www.waterfronttrail.org

2009





Waterfront Trail

www.waterfronttrail.org

2012





Waterfront Trail

www.waterfronttrail.org

2013







30% dedicated off-road paths



30% quiet residential streets or rural roads



40% secondary highways



27% hamlets, villages and countryside
Population under 10,000





40% small towns and villages
Population 10,000 to 35,000



27% Cities and towns
Population 40,000 to 200,000





7% Major urban centres
Population 500,000 and over











Point Pelee—Southern most tip of Canada





LIGHT ACROSS THE WATER

The Burlington Canal Lighthouse

The Burlington Canal was completed in 1842. By 1847, the canal's first lighthouse, located on the east end of the lake, The wooden structure guided many ships into the canal.

George Thompson was the lighthouse's first keeper. His primary responsibility was to the canal until he retired in 1875.

Thompson lived in a wooden house beside the lighthouse. On July 18, 1876, the Rangers a supply ship, was being held out for the lighthouse. Sparks from the ship's furnace set fire to the wooden pier, the lighthouse keeper's house, and the lighthouse. They were completely destroyed.



In 1875, the second lighthouse keeper's house was built. It was made of brick. The pier was rebuilt, and a small engine room was added to the lighthouse. In 1876, a concrete tower replaced the lighthouse. It was 100 feet high and replaced the tower. It still stands across the canal today.

In 1876, a new lighthouse was built on the east end of the lake. It was made of brick and had a small engine room. It was 100 feet high and replaced the tower. It still stands across the canal today.

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Sugar Beach





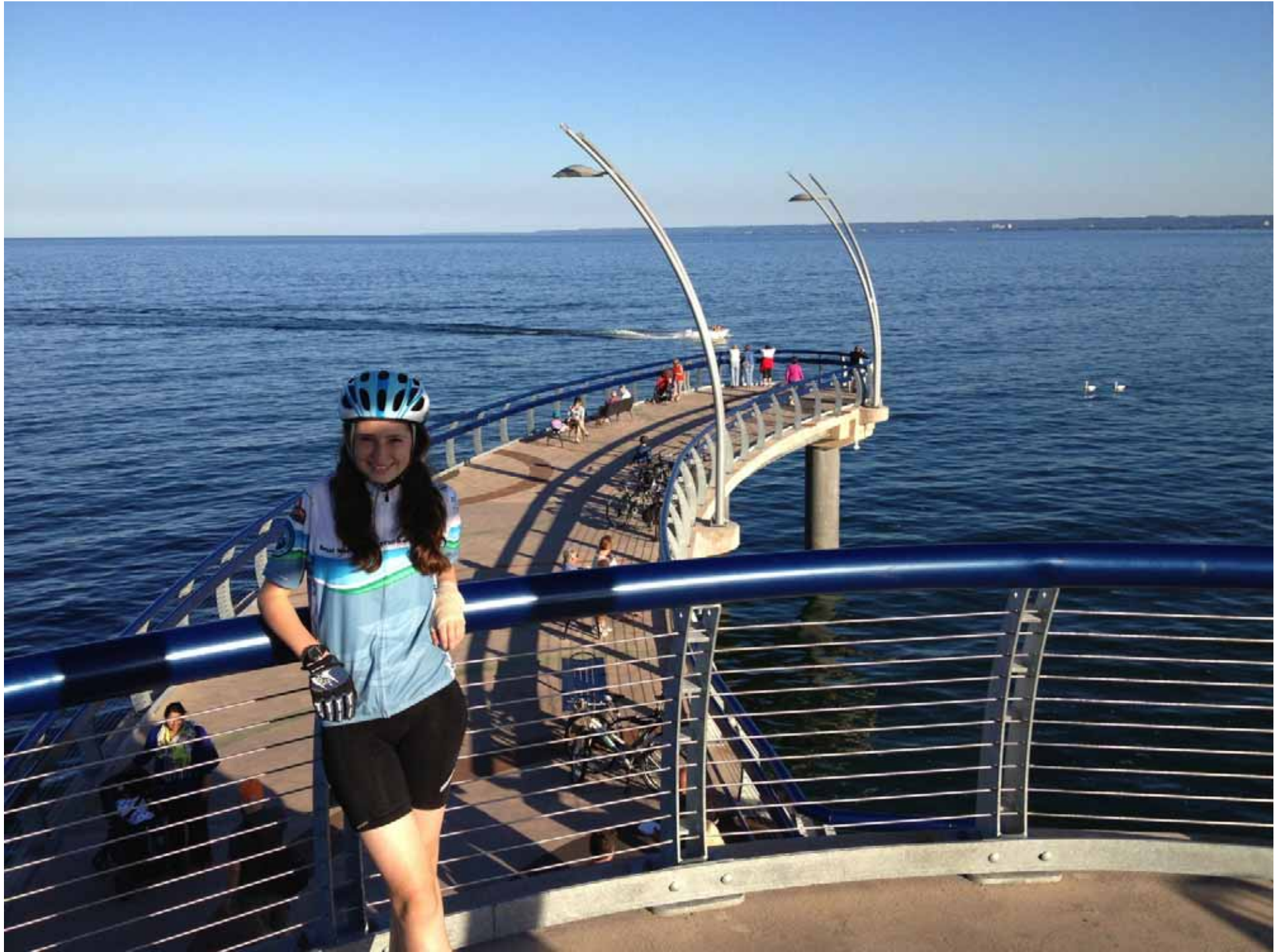
Waterfront Trail east of Prescott



Upper Canada Village







State of the
Waterfront Trail

2013

Leading the Movement for

Waterfront Regeneration

on Ontario's Great Lakes



Waterfront Regeneration Trust

Get directions

My places



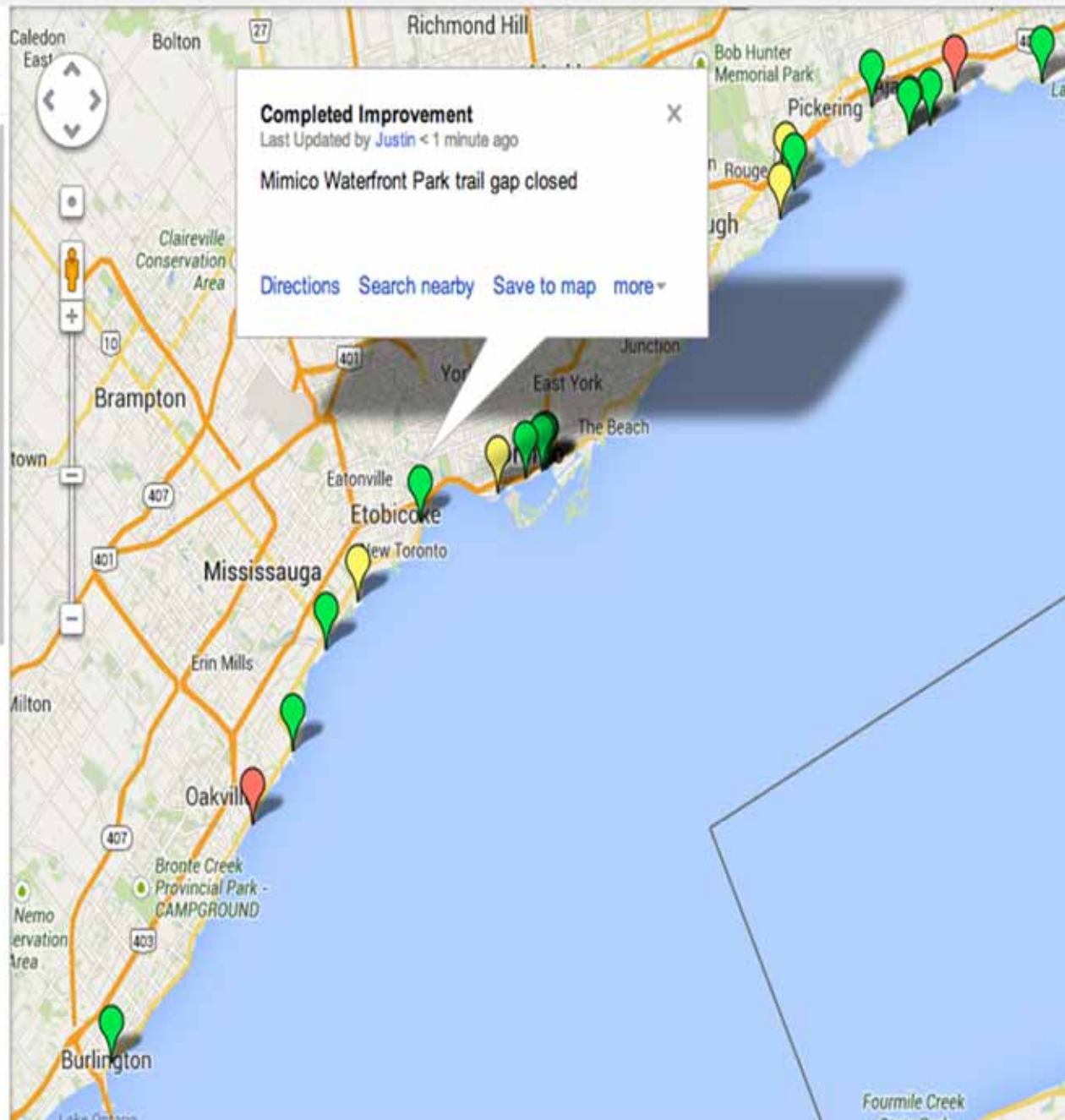
Collaborate

EDIT

WT Trail Improvements - Proposed, Planned, Completed

Unlisted · Open Collaboration · 84 views
Created on Sep 20 · By [Justin](#) · Updated < 1 minute ago
[Rate this map](#) · [Write a comment](#) · [KML](#) ·

- Proposed Improvement**
Establish active transportation route between Belleville and Trenton
- Proposed Improvement**
Resurfacing the Murray Canal path
- Proposed Improvement**
Re-routing the Waterfront Trail through Lynde Shores CA
- Planned Improvement**
Government commitment to establish Rouge National Urban Park
- Planned Improvement**
Resurfacing the 1000 Islands Parkway path
- Completed Improvement**
Brant St Pier, Burlington
- Planned Improvement**
Lake Ontario Park improvements, Kingston
- Planned Improvement**
"Inspiration Lakeview" site improvement plan
- Planned (Underway)**
Waterfront Trail improvements along Toronto waterfront
- Completed Improvement**
Mimico Waterfront Park trail gap closed
- Completed Improvement**
Water's Edge Promenade between Sugar Beach and Sherbourne Common, Toronto
- Planned Improvement (Underway)**





Central
Lake Ontario
Conservation



Waterfront
Regeneration
Trust



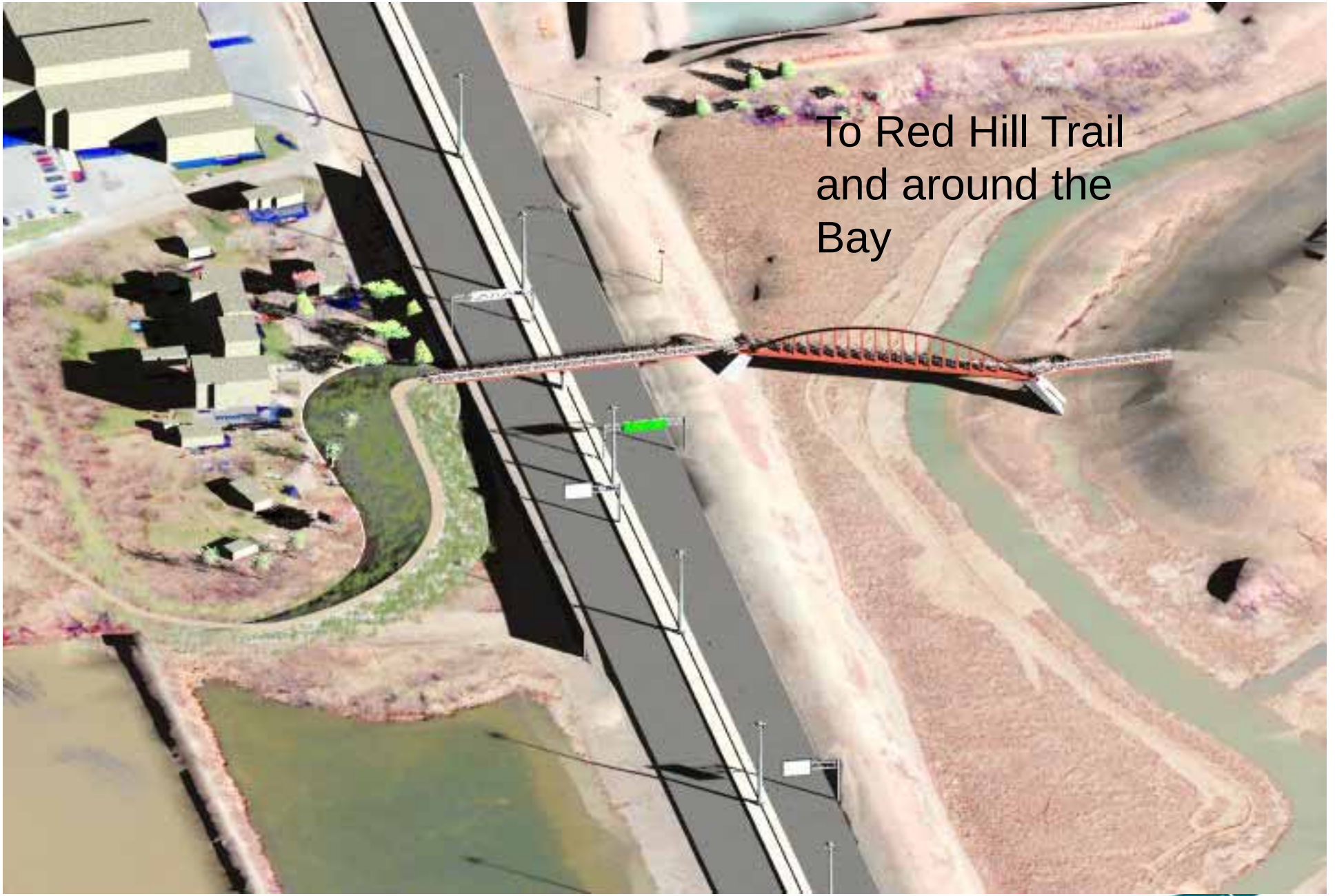
Lynde Shores Waterfront Trail

Project investment \$800K

Completion: 2015

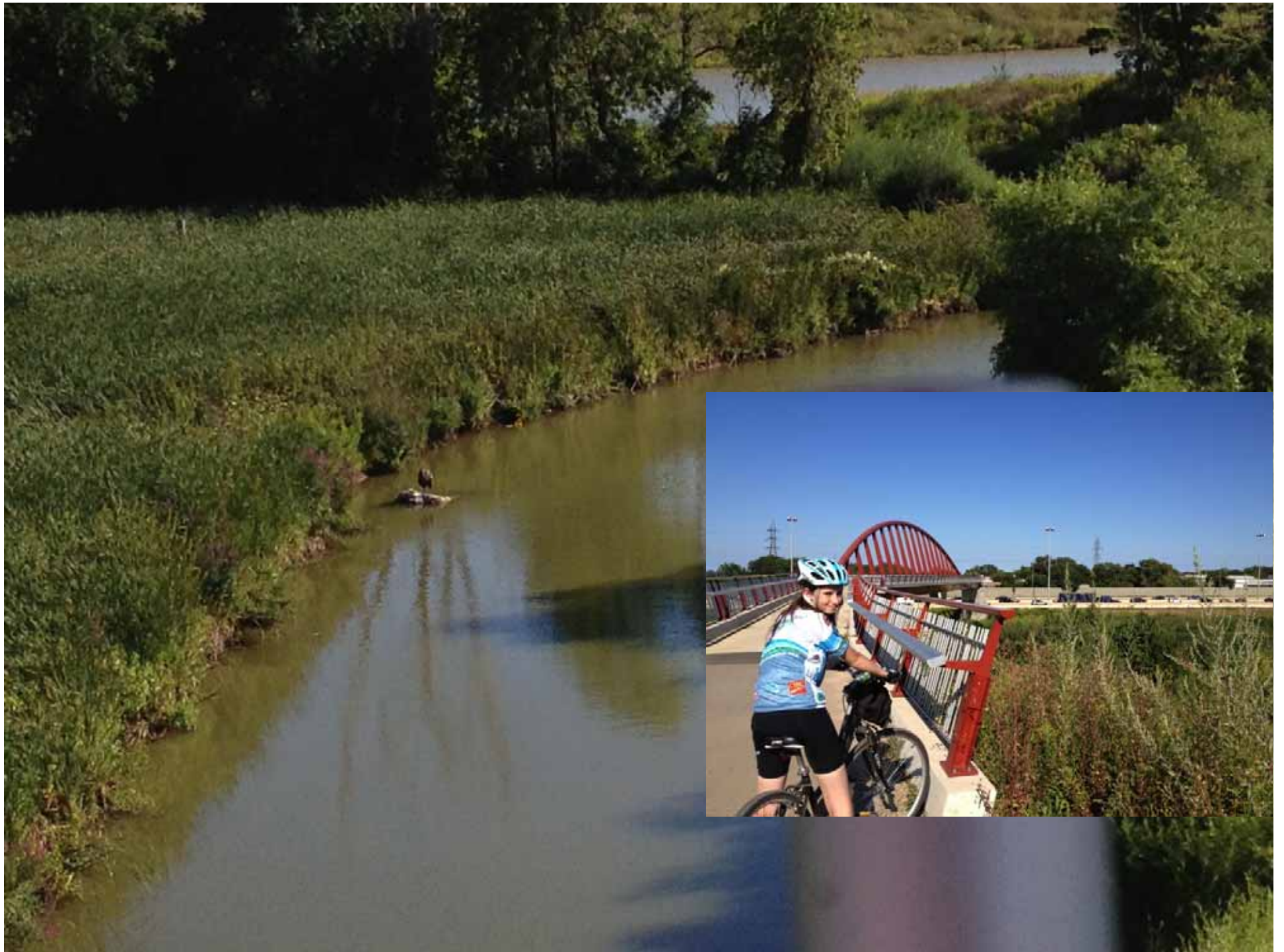
- WRT secures \$600K investment from Province to move the Trail off-road and connect two provincially significant wetlands
- Completes the Waterfront Trail through the Golden Horseshoe by 2015 creating a provincial legacy for the Pan Am Games
- Makes Hamilton to Oshawa family-friendly trail experience
- Offers excellent green, healthy commuting route
- Creates a significant staging area for the Waterfront Trail
 - o Close proximity to GO service
 - o Parking
 - o Washrooms
- In 1990s the lands to the east became part of the Trail after the WRT's work to create a natural buffer for the Lynde Shores Marsh





To Red Hill Trail
and around the
Bay





Queen's Quay 2015



Wave Deck 2015



New International Seaway Bridge--

Approach to Cornwall looking North
Expected completion date: Fall 2014





- Directional marker
- 18 by 18 inches
- Directional arrow separate for flexibility
- Installed every 1 km on walkways and every 2.5 km on roadways geared more to cyclists
- Found in Scarborough and Etobicoke

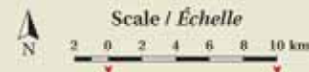




Grands cours d'eau, parcours extraordinaire!

Great Lakes, Great Rivers, Great Trail!

Burlington / Hamilton

[illegible]

www.waterfronttrail.org



Signage

- One of the biggest comments we receive from the public relates to signage—more important than the gaps to them
- Consistently Signed from Niagara to Quebec
 - Directional and Trail head
 - Signage installed at Quebec Border
 - Connections to VIA Rail Stations (Cobourg, Kingston, Brockville)
 - Welcome Cyclist Signage
- Poorly maintained signs undermine user confidence in the quality of the Trail
- Next priorities-signage directing people to the Trail





Co-designated signage and signs incorporated into municipal programs.

From left to right: Oakville, Essex County, Mississauga, Haldimand County.





City of Kingston has incorporated the logo (bird, leaf, fish) into its light



City of Pickering has incorporated signage with local mapping.



City of Mississauga has incorporated copper insets of the logo in the Trail by

2000 TYP.

407 1043 550

630 139 65 505 130 273

1570

ALL KNOCKOUTS 100% WHITE

0.1m BAND - 100% WHITE

BBG - PMS 7474C

LEAF - PMS 7474C

FISH - PMS 7474C

BACKGROUND - 100% BLACK

PRIMARY TEXT - 100% WHITE

ITC NEW BASKERVILLE (NOT AS SHOWN)

SECONDARY TEXT - 100% WHITE

GILL SANS REGULAR (NOT AS SHOWN)

125MM HT.

Waterfront Trail HAMILTON

ALL KNOCKOUTS 100% WHITE

0.1m BAND - 100% WHITE

BBG - PMS 664C

LEAF - PMS 334C

FISH - PMS 7474C

BACKGROUND - 100% BLACK

PRIMARY TEXT - 100% WHITE

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GILL SANS REGULAR (NOT AS SHOWN)

125MM HT.

Waterfront Trail HAMILTON

NOTES:

- ALL MEASUREMENTS IN MILLIMETRES UNLESS OTHERWISE NOTED.
- FINAL VERSION SHALL BE PRODUCED FROM REPRODUCTION PROOFS (REPROB). THIS VERSION IS FOR PRICING ONLY. THE SYMBOL SHOULD NEVER BE TRACED, REDRAWN OR PHOTOCOPIED.
- LOGO IS A TRADEMARK UNDER SECTION 8 (5) (i) (b) OF THE TRADE-MARKS ACTS, ITS USE IS CONTROLLED BY THE WATERFRONT REGENERATION TRUST FOR THE BENEFIT OF THE LAKE ONTARIO WATERFRONT TRAIL AND PARTNERS IN THE FORMATION, USE AND MANAGEMENT OF THE TRAIL. PERMISSION MUST BE OBTAINED BY THE WATERFRONT REGENERATION TRUST PRIOR TO ANY USE THEREOF. FOR FURTHER INFORMATION PLEASE CONTACT MARLAINE KOEHLER.
- ADORN ITC BASKERVILLE IS AVAILABLE FROM: FONTS-OP CANADA LIMITED, 401 WELLINGTON STREET WEST, TORONTO, ONTARIO M5V 1E8. 1-800-36-FONTS.

NOT FOR CONSTRUCTION

SCALE: 1:50

Sign Connections

From Union Station to Trail
(Bay Street, Toronto. No longer in place since construction of the Bay Street teamway)



From VIA Station to the Trail
(Cobourg)



Sign inter-provincial connections
(the Quebec/Ont. Border)





Waterfront Trail

A signature project of the Waterfront Regeneration Trust



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Cyclists participate in Ajax's annual Trailfest event

You are here: Home

WELCOME TO THE WATERFRONT TRAIL

Stretching over 1400km along the Canadian shores of Lake Ontario, Lake Erie, Lake St. Clair and the Niagara, Detroit and St. Lawrence Rivers, the Waterfront Trail connects 68 communities and over 405 parks and natural areas including wetlands, forests and beaches. Created to regenerate, celebrate and reconnect people to our Great Lake waterfronts, the Trail has become a well-loved and used recreation, fitness and green transportation amenity and a world-renowned tourism attraction.

The fully signed Trail is a combination of paths (21%), neighbourhood streets (21%), and rural roads (58%). Many urban centers have dedicated paths that are a central features of their waterfronts. Major trails including the Niagara River Path and the St. Lawrence bikeway are part of the Waterfront Trail network. It is largely paved and welcomes all types of non-motorized recreation including runners, cyclists, walkers, wheelchairs, strollers and rollerbladers.

Established in 1988, the Waterfront Regeneration Trust is the

LATEST FROM THE WATERFRONT TRAIL



Family Friendly Ideas

Welcome to Waterfront Trail Adventures family friendly ideas section. We have put together a list of places connected to the trail for the best possible experience. This section is full of ideas suitable for anyone that enjoys parks, trails, and lakeside events.

[Click here to read more...](#)



Facebook

Connect with the Waterfront Trail on Facebook to:



Waterfront Trail

A signature project of the Waterfront Regeneration Trust



Search...

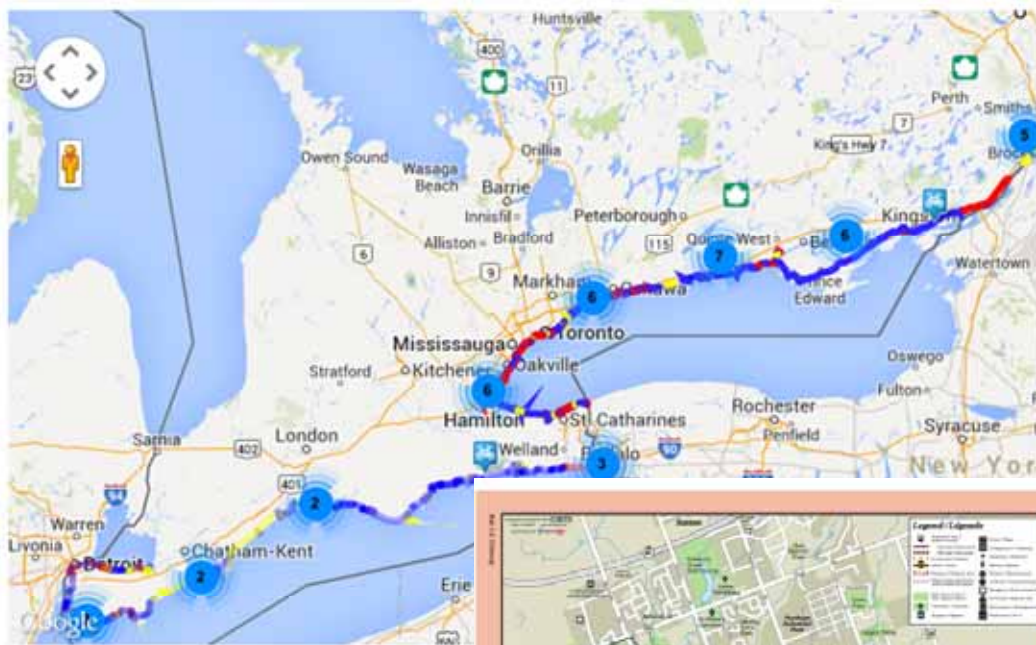
AA

ABOUT THE TRUST ▾ | MAPS ▾ | EVENTS ▾ | VISITING THE TRAIL ▾ | CONNECT WITH THE TRAIL ▾ | PARTNER RESOURCE CENTER ▾ | DONATE NOW

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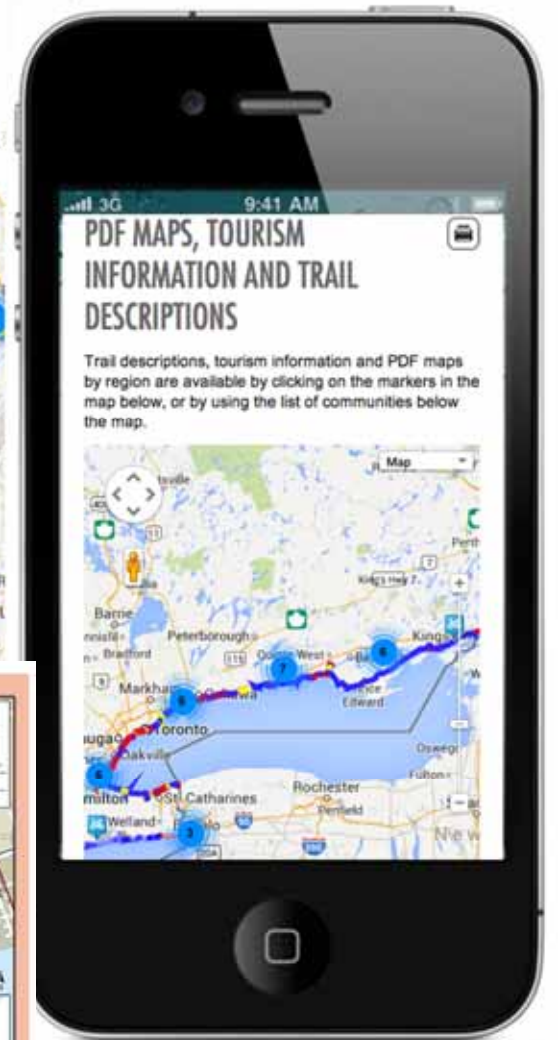
PDF MAPS, TOURISM INFORMATION AND TRAIL DESCRIPTIONS

Trail descriptions, tourism information and PDF maps by region are available by clicking on the markers in the map communities below the map.



Lake Erie

- Essex North - Lake St. Clair
- Windsor
- Essex South - Lake Erie
- Chatham-Kent
- Elgin
- Norfolk
- Haldimand





Waterfront Trail

A signature project of the Waterfront Regeneration Trust

A A A



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You are here: [Home](#) ▶ [Partner Resource Center](#) ▶ [Partner Communication Toolkit](#)

PARTNER COMMUNICATION TOOLKIT

The Waterfront Regeneration Trust has assembled a Partner Communication Toolkit. This toolkit is available for download by our community partners to promote the Waterfront Trail. The toolkit can be accessed through our dropbox link. Any other use of the material requires prior permission by the Waterfront Regeneration Trust. Please email [info_\(at\)_wrtrust.com](mailto:info_(at)_wrtrust.com) if you have any questions.

<https://www.dropbox.com/sh/8iku5fa26zdd2o0/GxZAV9aCMX>

Tweet 0 Share 0 Email 0 +1 0

CONTACT INFORMATION



(416) 943-8080



info@wrtrust.com



<https://www.facebook.com/gwtadventure>



<https://twitter.com/WaterfrontRT>



4195 Dundas St. West - Suite 227,



Toronto, Ontario M8X 1Y4

[Sitemap](#)

NEWSLETTER SIGN-UP



SIGN-UP FOR OUR EMAIL NEWSLETTER

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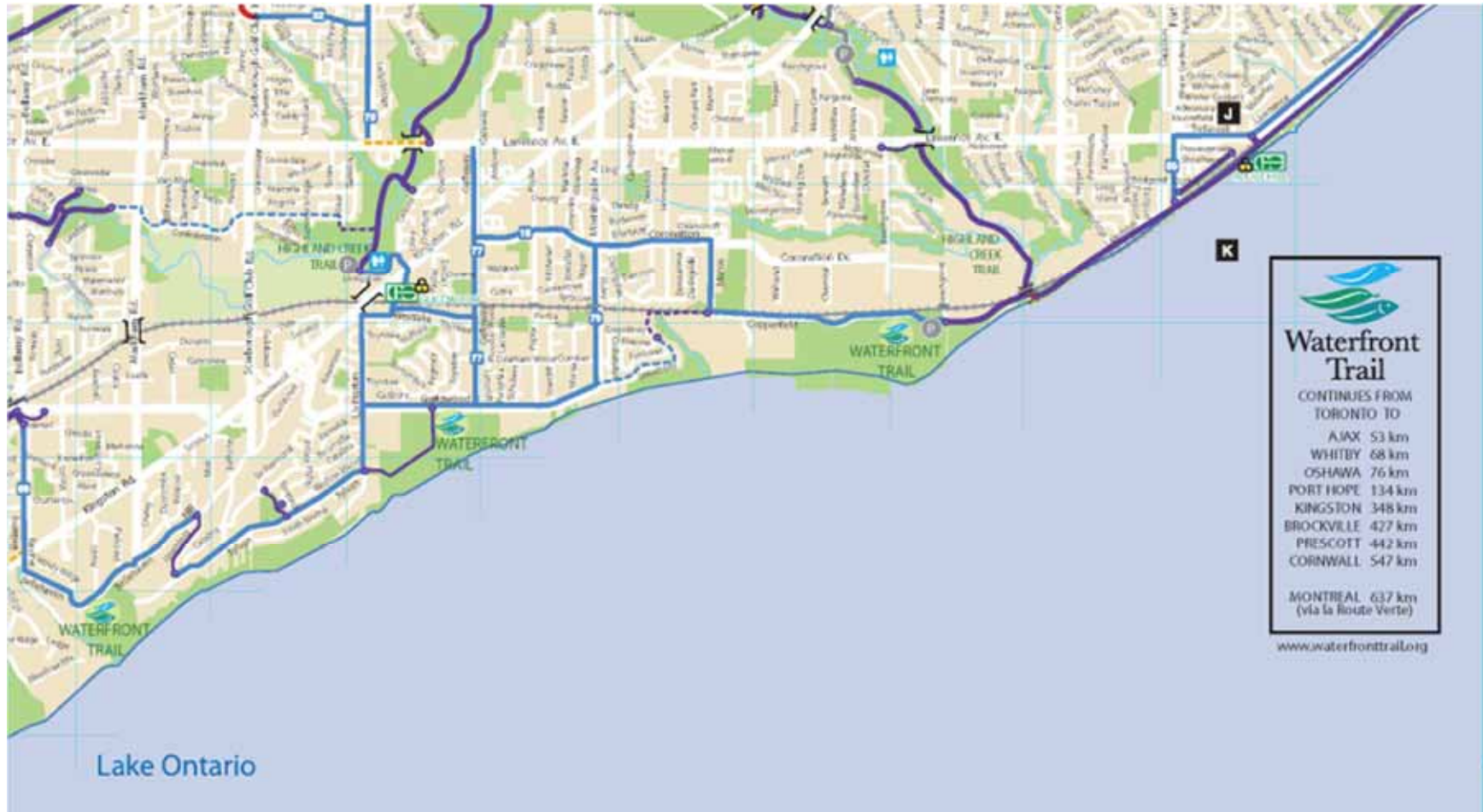
Co-promotion

City of Toronto Bike Map Identifies the Trail + provides distances to neighbours and Trail termini



Co-promotion

City of Toronto Bike Map Identifies the Trail + provides distances to neighbouring towns and Trail termini





Newly Expanded Waterfront Trail Connects Windsor to the Quebec Border



Follow the signed route and journey along the Great Lakes to explore any or all of the 68 enroute communities. To assist with the ride, VIA RAIL connections are available in most communities.

Visit www.waterfronttrail.org for information including mapping, bike friendly accommodations and nearby amenities, **OR** Register for the "Great Waterfront Trail Adventure" on August 11-17, 2013.



THE CITY OF
WINDSOR
ONTARIO, CANADA



<http://www.caasco.com/Auto/Road-Trip.aspx>



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AUTO MAINTENANCE
BUYING A CAR
SELLING A CAR
ROADSIDE SERVICES
DRIVER TRAINING
DRIVING SAFELY
ENVIRONMENTAL CONSIDERATIONS
ROAD TRIP

Find scenic and popular bike routes and more with the new CAA Ontario Bike Assist App!
DOWNLOAD FREE APP >


AUTO • ROAD TRIP • CYCLING ROUTES

Auto

Essex County Winery Route



Map Sat Ter Earth

Tour and taste Canada's most southern wine region. Enjoy the communities of Amherstburg, Harnow, Kingsville, Leamington and the award-winning wineries they offer! Also, a short ferry ride away is Pelee Island, where you can explore the island's vineyards and great beaches. An event you won't want to miss is the Shores of Erie International Wine Festival, held in Amherstburg in early September.

VIEW LARGER MAP > LEARN MORE >

Prince Edward County Winery Route



Map Sat Ter Earth

Prince Edward County is a fantastic place to cycle with short distances between towns. The quiet country roads showcasing the scenic vistas along Lake Ontario make this a preferred route for cyclists. Explore the quaint little towns of Picton, Bloomfield and Wellington while enjoying art galleries, studios, shops, museums and wineries. This cycling route will take you through some of the best wine growing regions of Ontario.

VIEW LARGER MAP > LEARN MORE >

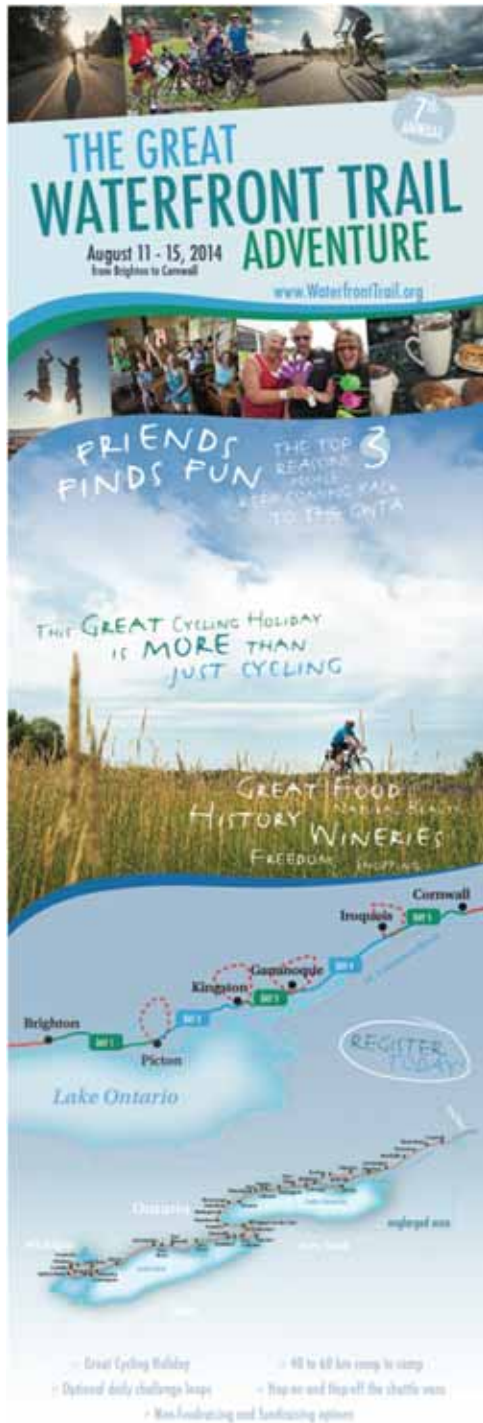
Norfolk and Haldimand Counties Route



Map Sat Ter Earth

This route provides cyclists with small town charm and friendliness. Experience spectacular lookouts, lighthouses and wind turbines as you feast on delicious farm fresh produce and Lake Erie perch and whitefish.





2014 GWTA

showcasing the

St. Lawrence River Waterfront Trail

- 7th edition
- Annual Family-Friendly 5 day holiday: Mon. Aug. 11 to Fri. Aug. 15
- Lollipop route: 40-60 km camp to camp with optional challenge loops
- Brighton to Cornwall
- 150 to 200 registrants
- Register at www.waterfronttrail.org
- Professional Development



ESSEX COUNTY

Waterfront trail to link Essex County to Fort Erie on Lake Erie bike route



John Scott, a councillor with the town of Essex, is pictured with his bicycle in this 2011 file photo. (DAN JANISSE/ The Windsor Star)

Port Stanley to host hundreds of cyclists on Great Waterfront Trail Adventure



By Ben Forrest, St. Thomas Times-Journal
Thursday, August 8, 2013 8:45:33 EDT PM



A cyclist makes his way through last year's Great Waterfront Trail Adventure. The event is a 500 km ride through Southwestern Ontario that's scheduled to pass through Port Stanley on Aug. 15. (Submitted photo/Times-Journal)

Media Coverage

- 3.5 M people reached
- Press releases were sent out in January and August
- News stories about the Trail expansion and GWTA appeared on [Global News](#), National Post, local community papers and media outlets.
- Daily Facebook reach of 2,000 to 5,000 unique views during the event
- Almost 200 Facebook shares during the GWTA



2013 Survey Results

- 85% are inspired to take another cycling
- 83% will return to visit a Lake Erie Community
- 93% agreed that the Waterfront Trail is a tourist attraction
- 95% agreed that the Waterfront Trail provided a good Cycling experience
- 95% agreed that the Waterfront Trail is an important part of regenerating our Waterfronts
- 35% signed up as single riders, and 20% had never been on an overnight cycling tour before
- 36% consider themselves recreational cyclists
- 85% of our riders were referred by friends or were previous participants
- 95% had a good or great time!
- Top Priorities for the improvements to the Waterfront Trail: Add paved shoulders (95%), Improve signage (95%), move closer to water's edge (90%)



Great Waterfront Trail Adventure- Spin-off benefits

Catalyst for trail improvements and development

- 53% rate the Trail as "very good" for cycling; 19% "excellent"; 22% "good"
- Showcases new trail projects and connections

Promotes active lifestyles

- 44% have never been on a multi-day tour
- **39% surprised at how far they can ride in one day**
- **60% will ride more often as a result of GWTA**
- 63% will use the Waterfront Trail more often; 23% already use the Waterfront Trail

Engages the public in waterfront and sustainability issues

- 81% strongly agree that the Waterfront Trail is important to Lake Ontario's regeneration; 14% agree
- 70% more aware of issues; 60% are more likely to take an active interest

Economic Benefits

- 69% will spend a minimum of one night in a hotel
- 10% spend every night in a hotel
- Daily spending on food approximately \$25-34 plus the meal plan
- 74% spend \$50 on bike equipment





Great Waterfront Trail Adventure

Develops local tourism

- 95% agree that the Waterfront Trail offers wonderful holiday opportunities
- 95% great experience on GWTA will lead them to consider other cycling holidays
- 86% will return to visit communities in the next year
- 48% come from the GTA
- 52% come from outside the GTA
- Creates great word of mouth

Promotions and Media coverage

- Getoutthere Magazine- East and West editions 300,000 nationally.
- Toronto and Montreal Bike Shows
- Outdoor Adventure Show/
- Bike Safety Expo with SRT and CAA (100+ students)
- Promoted extensively on cycling blogs and bulletin boards, cycling shops, fitness clubs
- Local paper and radio coverage excellent (CBC, CFRB, CJSS Cornwall, Toronto Star, CHCH)
- Full page features in the Hamilton Spectator (2011), Toronto Star (2010), Ottawa Citizen (2008, 2009)
- 3.3 M impressions in print media
- **RAGNAR—300km, 24 hr team running event coming to the Waterfront Trail June 2014**



Honorary Tour Director Councillor John Scott
St. Lawrence River Ambassador Councillor Jen Wyman
Lake Ontario Ambassador Mayor Parish & Mayor Dave Henderson





[✓ Like](#)[Send](#)[f](#) You, John C. Scott and 129,565 others like this.[LOGIN](#) [CONTACT US](#)[WHAT IS RAGNAR?](#) | [JOIN THE NATION](#) | [THE BUZZ](#)[REGISTER NOW](#)[GET THE GEAR](#) | [ABOUT RAGNAR](#)[RAGNAR TRAIL](#)**NIAGARA
ONTARIO** **COBOURG TO NIAGARA ONTARIO**
JUNE 14-15, 2013

THE COURSE

[DISTANCES](#)[LEG MAPS](#)[EXCHANGES](#)[DATE DIGIT](#)

This is our first year outside the USA, and we want you to help us extend the Ragnar experience to our neighbors up North. We can't think of a better way to spend the weekend in June than running along the Waterfront Trail and finishing at the famous falls!

The race begins in Cobourg where you and your friends will run along the Canadian shores of Lake Ontario on the Waterfront Trail. As you run,

[REGISTER NOW](#)**Regular****\$1520.00**

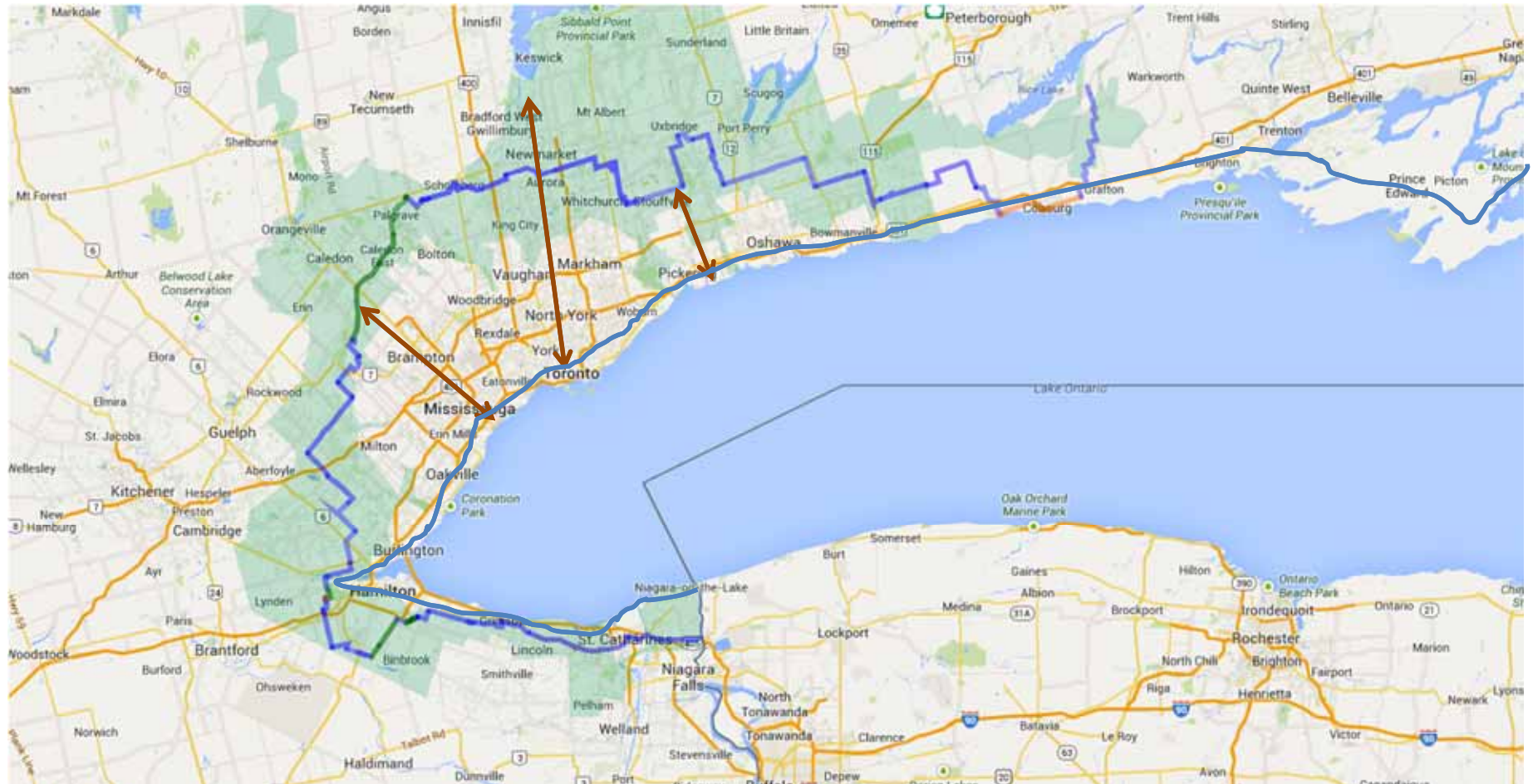


Template for Expansion

3-4 year workplan

- Goal driven → set a date for launch
- Feasibility study
 - Secure support for concept from land owners
 - Using existing infrastructure
 - Building on local consultation processes
- Field research
- Mapping Workshop-
 - Map the draft route
 - Verify the maps and route during the
 - Begin Approvals process
- Pilot cycling tour & mobile workshop of the route
- Wayfinding workshop
 - Develop wayfinding protocol
- Coordinate trail-wide way-finding program
- Launch a GWTA-style cycling tour of the signed route





7 regions, 22 communities, 470 km





HOME ABOUT MAPS RESOURCES MOBILE WORKSHOP MORE...



Welcome to the Greenbelt Route Site

This site provides information on development of the Greenbelt Route, a new signature cycling route in Ontario. Site contents include tentative route maps, presentations and resources for partners, and a work plan for moving forward. The Greenbelt Route is expected to be launched in 2015.

[FIND OUT MORE](#)

The Waterfront Regeneration Trust has received funding from the Greenbelt Foundation to implement a new cycling route connecting communities throughout the Greenbelt. The project will create a signature provincial cycling route from Northumberland to Niagara using existing infrastructure. It will showcase communities en route, and provide links with urban centers along the Greenbelt as well as connections to Ontario's Waterfront Trail. Cycle tourism development and Welcome Cyclists workshops will be held in collaboration with Transportation Options, and the project will encompass a strong tourism component to draw new cycling visitors to the region.



152

The central element of the WPC program is the application form, a thorough, broad set of questions designed to get a potential hire working about what they are doing in an educational system, to encourage collaboration between individual departments and to create the community sentimentality people feel in their cycling program. The application is administered by two key themes, areas of focus that are and increasing a strong culture of cycling. These themes, which have become effectively known as "the five D's": Engineering, Education, Entrepreneurship, Defense, and Globalization.

One of the most important aspects of the DDC Program is the provision for overall health and food supplementation—a changing element in the constantly changing of improving conditions for living. Whether a community is just starting to break through to better economic conditions or has been awaiting the decision to improve rations and programming, there are several trends that can be done, and the DDC Program can help a community identify priority concerns. We would be grateful from the communities we assist with DDC efforts—we expect them to be successful for other organizations, to provide information and inspiration where programs or projects can be transferred, and to continuously set their sights higher. It truly is the strength of commitment to sustained improvement at the municipal level that has made the DDC program so successful.

This map highlights the communities that have been certified as Breeze-friendly since 2009—those are places that are taking steps to make their communities better for us all, and are earning the rewards that come with Breeze certification. It is our hope that as we move forward, this map will become evermore crowded with great places to live, work, visit and drive a car!



LEGEND

- Waterfront Trail
- Bicycle friendly communities
- 2014 Winners



Engineering
Physical infrastructure and hardware to support cycling



Education
Programs that ensure the safety, comfort and convenience of cyclists and fellow road users



Encouragement
Incentives, promotions and opportunities that inspire and enable people to ride



Enforcement
Equitable laws and programs that ensure motorists and cyclists are held accountable



Evaluation
Processes that demonstrate a commitment to measuring results and planning for the future

Ontario By Bike Network

Promoting cycle tourism & certifying
bicycle friendly businesses in Ontario



800 + participating locations

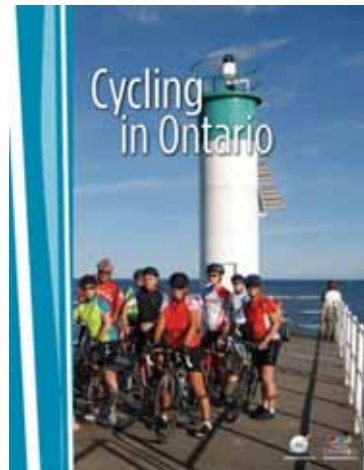
- Accommodations
- Food service providers
- Tourist attractions
- Cycling related businesses

26 Regions including

- All of Lake Ontario
Waterfront Trail
- Most regions on Lake Erie
Waterfront Trail

New in 2014 Cycling in Ontario /
Le vélo en Ontario Guide

*T*ransportation
*O*ptions





Cycling and Ontario Parks Go Together

- Rentals in 22 Ontario Parks
- Trails within and between parks and local municipalities
 - E.g. Algonquin, Silent Lake, MacGregor Point/Port Elgin; Pinery/Grand Bend
- Lake Ontario North Shore
 - Increasing experience with cyclists – many on 2-3 week trips
- Roofed Accommodation
 - Continued growth and new product
- Willing participant in an overall Provincial strategy.
- **Can-do attitude of staff: wood delivery, route planning advice**



I just wanted to say how much I and my son enjoyed the adventure. I found lots of beautiful communities that I previously did not know about after 17 years of life in Canada. I actually took my whole family back to Rondeau Provincial park for camping last weekend and enjoyed lots of perches!! Thanks again for organizing such a wonderful



Our original plan was for a weekend in Toronto. Because we found the GWTA on the internet, we visited communities we would have never visited, spent a week in Ontario, met great people, and had a great time exploring the waterfront!



We loved this great adventure.... the route, the views, the towns and of course all the organizers, volunteers and bikers!! Thank you to everyone for making this a wonderful and fun experience for us Yanks!!
Allison, Rose, Mary





A few weeks ago we went to the bike shop to buy Madi a new bike for a kids triathlon she is competing in July. After some convincing, and the fact that Mummy had never had a new bike, resulted in me leaving with my new bike, and Madi.....a bell upgrade! The next day we cycled from Oakville to Burlington, and I thoroughly enjoyed myself, so much so that we now want to explore parts of Canada on 2 wheels instead of 4.



Route verte — Phase II Consolidation



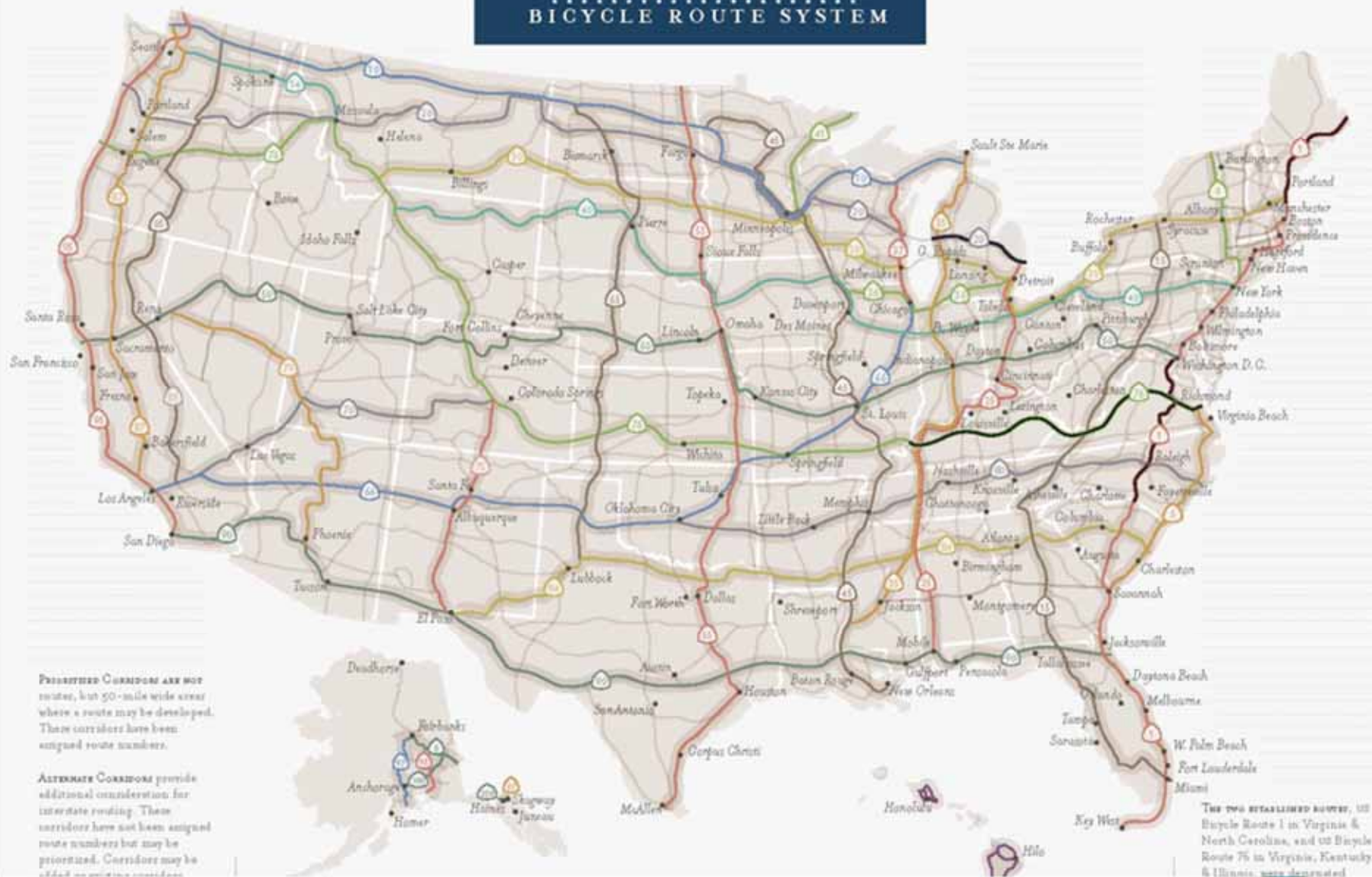
CORRIDOR PLAN MAY 2011

THE GOAL OF THE UNITED STATES
BICYCLE ROUTE SYSTEM IS TO
CONNECT AMERICA THROUGH A
NETWORK OF NUMBERED INTERSTATE
BICYCLE ROUTES.

THE UNITED STATES BICYCLE ROUTE SYSTEM

Adventure Cycling Association
America's bicycle travel experts

AMERICAN ASSOCIATION OF
STATE HIGHWAY AND
TRANSPORTATION OFFICIALS
AASHTO
THE VOICE OF TRANSPORTATION



Ontario's Emerging Cycle Tourism Network-Great Waterways



Ontario's Emerging Cycle Tourism Network-Great Waterways



Towards making Ontario a Cycling Destination

- Create a signature route
 - Use existing infrastructure
 - Connect attractions, provincial parks, pleasant stops → together they create an experience
 - Sign it—especially gateways and maintain signage
 - Map it and add the route to all maps, especially tourism
 - Promote it → communities, businesses, taxis, train stations, accommodations and restaurants
 - Develop itineraries → one day, two day
 - Develop loops and connections from the signature route
- Share the Road's Bike Friendly Communities
- Transportation Options → Ontario by Bike





Waterfront Trail

A signature project of the Waterfront Regeneration Trust

Join us for
GWTA-- August 2014
Thank you

Contact: Marlane Koehler
mk@wrtrust.com



THE ONTARIO
TRILLIUM
FOUNDATION



LA FONDATION
TRILLIUM
DE L'ONTARIO



Waterfront Trail

A signature project of the Waterfront Regeneration Trust

