Minutes of a meeting of the Regional Niagara Bicycling Committee held on Wednesday, May 8, 2012 commencing at 7:00 p.m. in Committee Room 4, Regional Municipal Building, Thorold, Ontario.

ATTENDANCE

Committee: Councilor Caslin (Chair); Mr. Adam Bunz; Mr. Joe D'Agostino; Mr. John Hoffner, Mr. Dave Hunt; Ms. Janice Makepeace, Mr. Pat Maloney; Mr. Rich Merlino; Mr. Daniel Plante; Mr. Jeff Poulsen; Mr. Bob Romanuk, Mr. Wade Smith; Mr. Darryl Strum; Mr. John Swart; Mr. Tom Whitelaw.

Staff: Ms. Stephen, Senior Transportation Planning Engineer, Mr. Scott Elliott, Niagara Regional Police Service; Ms. Landry, Regional Policy Planning; Ms. Jackie Gervais, Regional Public Health; Ms. Lisa McManus, Legislative Assistant.

Regrets: Councilor Sharpe, Councilor Petrachenko, Mr. Paul Pattison, Mr. Drew Semple.

Guests: Mr. Ken Forgeron, Regional Niagara Bicycling Policy Task Force.

PRESENTATION

41. Cycling Event – Ride of Silence

Mr. Dean Cruikshank, member of Park in the City Committee, provided Committee members with information surrounding the May 16, 2012 free event “Ride of Silence”.

Details provided were, in part, as follows:

- MacBain Community Centre
- 10 km slow procession ride
- Rules of the road apply
- 7:00 p.m. start
- Gord Singleton (1982 World Cycling Champion) to be present
- Helmets Mandatory
Moved by Mr. Maloney
Seconded by Mr. Merlino

That the Regional Niagara Bicycling Committee recommends to the Public Works Committee.

That Mr. Cruikshank's presentation respecting the Ride of Silence, **BE RECEIVED** for information.

Carried.

(A copy of Mr. Cruikshank's presentation can be found attached to these minutes)

**ITEMS FOR INFORMATION**

42. **"DRAFT" Regional Niagara Bicycling Committee Budget 2012 - 2013**
   RNBC 29-2012

   Moved by Mr. Maloney
   Seconded by Mr. Plante

   That RNBC 29-2012 being the "DRAFT" Regional Niagara Bicycling Committee Budget 2012 - 2013, **BE RECEIVED AND REFERRED TO THE PUBLIC WORKS COMMITTEE FOR CONSIDERATION.**

   Carried.

   (A copy of the "DRAFT" Regional Niagara Bicycling Committee Budget 2012 - 2013 can be found attached to these minutes)

43. **Bike Map Discussion Paper**
    RNBC 30-2012

   Moved by Mr. Swart
   Seconded by Mr. Hunt

   That RNBC 30-2012 being the Bike Map Discussion Paper, **BE RECEIVED;**

   That this Committee recommends to the Public Works Committee:

   That a Sub-Committee **BE FORMED** to create a Bike Map Strategic Plan.

   Carried.
Mr. Swart, Mr. Maloney, Mr. Plante and Mr. Smith volunteered to take part in the Bike Map Sub Committee.

44. Delegations at Regional Niagara Bicycling Committee Meetings

Moved by Mr. Whitelaw
Seconded by Mr. Plante

That this Committee recommends to the Public Works Committee:

That Staff PREPARE a report respecting Delegation Best Practice and Policy for the June 19th meeting of the Regional Niagara Bicycling Committee.

Carried.

45. Policy Task Force
RNBC 28-2012

Moved by Mr. Maloney
Seconded by Mr. Swart

That RNBC 28-2012 being the Policy Task Force Report, BE RECEIVED for information.

Carried.

46. Education and Encouragement Task Force
RNBC 23-2012

Moved by Mr. Maloney
Seconded by Mr. Swart

That RNBC 23-2012 being the Education and Encouragement Task Force Report, BE RECEIVED as amended;

That this Committee recommends to the Public Works Committee:

That the Education and Encouragement Task Force accept the task of distributing the French versions of the RNBC map, via Venture Niagara, to promote regional tourism in Niagara amongst the French communities.

Carried.
47. **Staff Direction RNBC - Update**  
**RNBC 24-2012**

Moved by Mr. D'Agostino  
Seconded by Mr. Swart  

That RNBC 24-2012 being the Staff Direction RNBC - Update Report, **BE RECEIVED** for information.  

Carried.

48. **Update on Review of Active Transportation – Related Committee**  
**RNBC 26-2012**

Moved by Mr. Swart  
Seconded by Mr. Hunt  

That RNBC 26-2012 being the Update on Review of Active Transportation – Related Committee, **BE RECEIVED as amended**;  

That this Committee recommends to the Public Works Committee:  

That the last paragraph on page one be amended as follows:

The GNCR Committee has advised that the existing advisory committees should continue operating in their current form and that a new “active transportation and trails-related Steering *staff Committee*” should be created. The GNCR Committee felt that an overarching Steering Committee could help facilitate activities and improve coordination between the RNBC and GNRC Committee. Examples of areas a new Steering Committee could help coordinate included activities where both advisory committees have an interest, such as policy development, implementation, and education related to cycling, active transportation and trails.

Carried.
49. **Ontario Bicycle Summit Report**  
**RNBC 21-2012**

Moved by Ms. Makepeace  
Seconded by Mr. Bunz

That Memorandum RNBC 21-2012 being the Ontario Bicycle Summit Report, **BE RECEIVED** for information.

Carried.

50. **Waterfront Regeneration Trust Invitation**  
**RNBC 27-2012**

Ms. Marlaine Koehler, Waterfront Regeneration Trail provided Committee members with a brief outline respecting the 5th Annual Great Waterfront Trail Adventure.

Moved by Mr. Bunz  
Seconded by Mr. Merlino

That Correspondence RNBC 27-2012 respecting the Waterfront Regeneration Trust Invitation, **BE RECEIVED** for information.

Carried.

(A copy of the 5th Annual Great Waterfront Trail Adventures can be found attached to these minutes)

**OTHER BUSINESS**

51. **2012 Joint Meeting of Bicycling Committees**

Mr. Tom Whitelaw submitted a "draft" agenda for the Saturday, May 12, 2012 Joint Meeting of Bicycling Committees.

(A copy of the "draft" agenda can be found attached to these minutes)
52. **Cyclist Pedestrian Conflicts**

Mr. Hunt advised Committee members of recent newspaper articles (St. Catharines Standard & Welland Tribune) that had been publicized respecting cyclist and pedestrian conflicts.

Moved by Mr. Hunt  
Seconded by Mr. Merlino

That this Committee recommends to the Public Works Committee:

That Staff (Mr. Scott Elliott) **PREPARE** an information Report respecting Niagara Regional Police “blitz on trails/no resources”.

Carried.

53. **Public Health – Ontario Public Health Association (OPHA)**


Ms. Gervais agreed to provide further update at the June 19th meeting of the Regional Niagara Bicycling Committee

(A copy of the Ms. Gervais’ update can be found attached to these minutes)

54. **Decals on Regional Vehicles**

Moved by Mr. Hoffner  
Seconded by Mr. Plante

That this Committee recommends to the Public Works Committee:

That Staff **PREPARE** a report respecting Decals on Regional Vehicles specifically, when a review of that program would occur.

Carried.
ADJOURNMENT

There being no further business the committee adjourned at 8:39 p.m. to meet again on TUESDAY, June 19, 2012 at 7:00 p.m. in Committee Room 4.

Councillor Alan Caslin
Chair

Kevin Bain
Regional Clerk

Lisa McManus
Legislative Assistant

RNBC 31
Regional Niagara Bicycling Committee Draft Budget for 2012 - 2013

<table>
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<th>2013</th>
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<td>Anticipated Advertising Sales</td>
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<td><strong>20,000</strong></td>
<td><strong>22,500</strong></td>
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### Task Force Project Expenses

#### Network
- Monitor Signage Project | $0 |
- Bike Signage | $0 |
- Bicycle Count Program | $0 |
- Update Bike Master Plan | $0 |
- P&D Guidelines | $0 |

#### Education and Encouragement
- RNBC Displays (Creation and Maintenance) | 2,500 | 500 | 3,000 |
- * Bike Summit | 2,500 | 2,500 |  |
- Brochure Reprinting | 500 | 500 | 1,000 |
- Media Campaign
  - Cyclovia | 2,000 | 2,000 |
  - Web Campaign | 2,000 | 2,000 |
  - Regional Event | 1,500 | 1,500 |
- Bicycle Friendly Community | 1,000 | 1,000 | 2,000 |

#### Policy
- Webinars | 100 | 100 | 200 |
- Model Municipal Bike Parking By-Law | 300 | 300 |
- Memberships in Bike Associations (APBP) | 110 | 110 | 220 |

#### General
- Joint Bike Meeting | 100 | 100 | 200 |
- Toronto Bike Show
  - Registration | 1200 | 2,400 | 3600 |
  - Transportation (Parking & Expenses) | 400 | 800 | 1200 |
  - T-shirts | 400 | 400 |
- Download Site | 300 | 600 | 900 |
- Public Attitude Survey | 2500 | 2500 |  |
- Bike Summits/Conventions | 600 | 500 | 1100 |
- RNBC Bike Map
  - Reprinting | 8,000 | 8000 |
  - Updating | 12,000 | 12000 |
| **Total Expenses** | **9,610** | **35,010** | **44,620** |

| Net Income (Deficit) | -7,110 | -15,010 | -22,120 |

**BUDGET REQUEST** | **10,000** | **15,000** | **25,000** |

* Note: $2,500 loan for 2012 Bike Summit would be requested from Region to cover costs, and would be repaid promptly once revenues were collected for that weekend.
10 Benefits of the Great Waterfront Trail Adventure

2012

Marlaine Koehler
Executive Director, Waterfront Regeneration Trust
Discover the WOW factor—Wonderful Ontario Waterfront—by bike. The Great Waterfront Trail Adventure starts in Niagara and ends at the Quebec border ... or join us for just part of the week. From July 14 - 21, 2012 visit 41 communities and discover the character of the cities and towns along Lake Ontario and the St. Lawrence River.

"It is a wonderful, and achievable physical challenge, it opens a window on Lake Ontario's hidden beauty, and there is a great sense of camaraderie among riders."

The Great Waterfront Trail Adventure Route & Itinerary
Option to hop in a shuttle at any rest stop is always available

Waterfront Trail
Great Waterfront Trail Adventure-Spin-off benefits

1. _Builds confidence in Trail as safe cycling facility_
   - 53% rate the Trail as "very good" for cycling; 19% "excellent"; 22% "good"
   - Showcases new trail projects and connections

2. _Serves as a catalyst for improvements_
   - 17 km in Scarborough signed in 2010; Brockville made improvements to the route and increased signage
   - WRT secured funding from Ministry of Tourism to improve signage in eastern Ontario
   - Beech Street Spinners (Clarington) established working group to address issues and concerns on the Waterfront Trail—resulted in signage improvements, trail projects and creation of 10 scenic loops connecting from the Waterfront Trail into Downtown and other parts of the community
   - Helped to set the stage for the expansion of the Waterfront Trail along Lake Erie to Windsor (1400 km)

3. _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
   - Unique design and support system appeals to recreational cyclists—broadening the base of support for cycling. Many people have rediscovered joy of cycling through the GWTA

Clean, green, connected, accessible, affordable, diverse, useable, open, attractive
Great Waterfront Trail Adventure-Spin-off benefits

4. 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
   - Core of GWTA volunteers committed to improving Waterfront Trail and encouraging cycling in Ontario

5. 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
   - Success of GWTA and our partnership with Velo Quebec set the stage for the first-ever Grand Tour in Ontario (see next slide). Bought 2,200 Quebec cyclists to Ontario. 4 of 5 overnight communities on the Waterfront Trail

clean, green, connected, accessible, affordable, diverse, useable, open, attractive
Great Waterfront Trail Adventure-Spin-off benefits

6. Expands partnership and builds awareness with NGO/Corporate partner networks
   - Heart and Stroke Foundation, 2008 (partnership included a booth at the Becei Ride for Heart)
   - Ducks Unlimited, 2009 (partnership included listing in their National newsletter and photo contest)
   - Association of Local Public Health Agencies, 2010 (partnership included presentation at annual meeting and working with a volunteer group of dieticians to develop a healthy meal plan for the ride)
   - Welcome Cyclist and Blue Flag in 2011 (partnership included coverage in their newsletter and CBC interview)
   - Regional Planning Offices for the War of 1812 (partnership includes event listing on websites, access to heritage attractions such as Fort Henry)
   - CAA joins the partnership to launch Mobile Bike Support. Plans to promote the Waterfront Trail to its 5M members.

7. Develops local tourism
   (from the 2011 participant survey. Results consistent with previous years)
   - 95% see the Waterfront Trail as a tourism attraction
   - 95% great experience on GWTA will lead them to consider other cycling holidays
   - 91% will recommend the event to friends and family
   - 90% will return to visit communities that they had not visited before
   - 56% come from the GTA
   - 44% come from outside the GTA (4 provinces and the US in 2011)
   - Puts Ontario on the map as an attractive cycling destination (see Montreal Bike Survey results)

   clean, green, connected, accessible, affordable, diverse, useable, open, attractive
Great Waterfront Trail Adventure-Spin-off benefits

8. Promotions/Media Coverage

- Getoutthere Magazine- East and West editions 300,000 nationally.
- Toronto and Montreal Bike Shows
- Outdoor Adventure Show, RBC launch of water
- Local paper and radio coverage excellent (CBC, CFRB, CJSS Cornwall, Toronto Star, CHCH)
- Waterfront Trail listed as one of Canada's best cycling routes in 2011 Adventure Cyclists issue (48,000 members)
- CAA promoting the ride and Waterfront Trail in May issue of its member magazine (2012)
- Part of the Ontario delegation to Velo City in Vancouver 2012
- Promoted extensively on cycling blogs and bulletin boards, cycling shops, fitness clubs

9. Engages political and elected leaders

- Elected leader from Waterfront Trail community named Honorary Tour Director annually
- Over 25 communities have elected leaders participate by riding with or meeting Honorary Tour Director and participants

10. Provides a highly cost-effective way to promote 41 communities, 720 km of Waterfront Trail and regional trail connections.

- See Partner Survey results

clean, green, connected, accessible, affordable, diverse, useable, open, attractive
Partner Survey Results 2011

- 93% support the GWTA as an annual event to celebrate The Waterfront Trail and its communities
- 90% believe there is a lasting benefit to your community that results from the continuation of the GWTA

- Benefits according to partners (top 4 responses)
  - Promotes my community 83%
  - Attracts cycling tourism 50%
  - Promotes public use of the Waterfront Trail 33%
  - Promotes the Waterfront Trail as a Provincial tourism attraction 33%

- Cost for Rest Stop
  - $0 to $499 (70%)

- Cost for overnight stop
  - $500 to $1500 16%
  - $2500 or over 16%
  - Not applicable (68%)

- 33% secured sponsorship to assist with costs

- GWTA provided value for their investment 63%; generated revenue (25%) or broke even (13%)
  - Many indicated staff/volunteer time as the only cost

In the 2009 Partners Meeting, partners indicated the event should not exceed 400 participants so as not to overwhelm local capacity to host overnights; partners did not want the event to be a fundraiser.
Survey Results from Montreal Bike Show

- 88% say knowing about Waterfront Trail leads to planning a trip
- 33% knew about the Waterfront Trail (↑13% from 2011)
- 32% knew that the Trail connected to la Route verte (↑9% from 2011)
- 88% were interested in touring Lake Erie (↓9% from 2011)
- 40% thinking about travelling to Ontario this year; 45% plan a trip in the next 1 to 3 years
- Niagara Falls (36%) and Ottawa (37%) top choices for Quebec cyclists.
- Lake Ontario/St. Lawrence River communities (27%)
2012 JOINT MEETING OF BICYCLING COMMITTEES

Saturday, May 12, 2012
Welland Community Wellness Complex
145 Lincoln Street, Welland

AGENDA

8:30 to 9:00  Continental Breakfast
9:00 to 9:10  Welcome & Introductions
9:10 to 10:10 Updates from Individual Committees
             (10 minutes per committee)
10:10 to 10:30 Bicycle Friendly Community Award (Welland's experience in
              submitting an application. Welland recently received a bronze
              award.)
10:30 to 10:45 Mid-morning Break
10:45 to 12:00 General Discussion

Education & Promotion
Bike Niagara's Safe Cycling for Fun & Health
Complete Streets -- Webinar, Bike Summits
How to engage public
Beyond Toronto Bike Show -- Other Promotional Ideas
Image of Cyclists -- Responsible Cycling, Infrastructure

Design & Operations
Safer Highway Overpass Crossings
Winter Maintenance, Cleaning Bike Lanes

Planning
Co-ordinating Inter-municipal Boundary Crossings
Co-ordinating Regional & Local Bicycle Networks
Transportation Strategy -- Beyond Motor Vehicles

Bicycle Committee Governance
Single Purpose Committee vs. Combined Committee

12:00 Noon  Lunch
1:20 approx. Bicycle Tour of Welland's Bicycle Trails & Facilities

Bike Committee -- Joint Meeting Agenda -- May 12, 2012
Drivers Handbook
The Ontario Public Health Association (OPHA), Health and the Built Environment Workgroup has created a letter for community partners to send to Minister Chiarelli regarding support for changes to the drivers handbook and encouraging changes be made to driver training with regard to sharing the road information and practices. There will be a formal meeting Monday, June 4 from 9 to 5 at Queen’s Park about the Ontario Driver Handbook review, by invitation only. Written submissions are welcome anytime to the following address DriverHandbooks@ontario.ca The Ministry prefers written submissions so that they have record of sources and can refer back to them.

Drivers Training
In April, 2012, through a conversation with the Chair of the Driver Trainer Instructors Association the OPHA learned that the Association meets quarterly with the MTO. OPHA’s input would be welcome when the ministry engages in curriculum review, however due to budget constraints, this has been postponed. That being said, there are some changes that have been occurring. One example is the driver training curriculums approval process. At one time, when a curriculum had been approved, the curriculum was given a 20 year approval. This would explain OPHA’s research findings where one particular curriculum being used by numerous driver training centers was from 1996. They are now trying to have a 3 year approval window. What that looks like on the ground level is still unclear but OPHA is negotiating to have a seat in these conversations.

Minister Chiarelli at the Ontario Bike Summit 2012
At the Ontario Bike Summit, Minister Chiarelli stated in his speech that:

- He is not abandoning his commitment to the bike policy
- That the 2010 version of the bike policy is now public under the freedom of information request initiated by the NDP
- He hears the need for sustainable funding for cycling and cycling infrastructure
- The driver handbook is being looked at
- During the conference there was the ad campaign on the highway signs
- This summer there will be an ad campaign about safely sharing the road through the partnership of Share the Road Cycling Coalition, MTO and CAA.

Community Partners -- Share the Road Cycling Coalition
Share the Road Cycling Coalition (STR) - STR has launched Ontario CAN! (Ontario Cycling Advocacy Network). STR is launching the provincial program “to mobilize local volunteers to meet with their MPPs and discuss bicycling in the community. The vision is “Improve road safety in Ontario, by increasing provincial and municipal support for bicycling infrastructure, education and awareness by:

- Diverting $25 million or .125% of the Ontario transportation budget to community bicycling infrastructure and programs to support bicycling in 2012-2013 and beyond.
- Developing an Ontario Bike Policy as an instrument for change and a statement of the government’s commitment to ensuring that its policies and orientations support bicycling as a mode of transportation and recreation. This policy should act as a framework for developing an Ontario Bicycling Route in order to encourage tourism, provide economic spinoffs and promote overall health in the province.
- Encourage the passage of two bills introduced in the Ontario Legislature that will improve bicycling safety in the province including:
  - Bill 74, Highway Traffic Amendment Act (Safe Passing Bicycles) (2010) and;
  - Bill 9, the Public Transportation Highway Improvement Amendment Act (2011)”
(p. 2 Share the Road Cycling Coalition Advocacy Kit Outline)