



2017 Ontario Bike Summit *Overview*



Summit At A Glance

- 9th Annual Ontario Bike Summit was our largest summit yet with over **290 delegates** (26% increase from previous year)
- 32 speakers discussing strategies to “**Just Add Bikes**” and our core summit themes of advocacy best practices, partnership building, cycling and complete streets and risk management
- Keynote addresses delivered by **The Honourable Eleanor McMahon**, Minister of Tourism, Culture and Sport; **The Honourable Steven Del Duca**, Minister of Transportation; **Todd Scott**, Executive Director of the Detroit Greenways Coalition; and **Julie Sawchuk**, Change-Maker in Huron County
- 9 members of the Queen’s Park **All Party Cycling Caucus** at our keynote dinner, and 5 Cabinet Ministers at the summit overall
- Youth Emcees **Anna Posthill** and **Geoffrey Le** leading the summit and representing CultureLink Canada
- A **bike tour** of local infrastructure led by staff from the City of Toronto, with bikes from Toronto Bike Share
- Municipal Leadership Panel looking at “**Why Cycling Matters to Communities**” moderated by the Canadian Automobile Association
- Launch of Share the Road’s **1m safe passing law** awareness campaign and sharing strategies for enforcing the law from Safer Roads Ottawa



Big Announcements for Cycling & Cycling Tourism

As part of her breakfast keynote address, the Honourable Eleanor McMahon, Minister of Tourism, Culture and Sport, introduced *Tour by Bike: Ontario's Cycling Tourism Plan*. This is Ontario's first plan for cycling tourism and will be leveraged to increase and support cycling tourism opportunities and promote cycling as a tourism draw in communities across the province.

Tour by Bike builds on the work that was begun with the Tourism Action Plan and the Strategic Framework for Tourism in Ontario. It will also support #CycleON: Ontario's Cycling Strategy and Ontario's Trail Strategy.

For more information, visit:

<http://www.mtc.gov.on.ca/en/tourism/cycling.shtml>

Minister McMahon also announced support for the development of the Huron North Channel Waterfront Trail, and for Ontario 150: Celebrate by Bike. This sesquicentennial partnership between Share the Road, the Waterfront Regeneration Trust, Ontario by Bike and the Greenbelt Foundation will encourage Ontarians to explore Ontario by bike throughout 2017. This project will develop and share cycling itineraries, support local cycling festivals and provide cycling education opportunities for children and youth.



Summit delegates celebrate opportunities to explore Ontario by Bike as part of Ontario150 (photo: David Keogh)

Launch of Provincial Cycling Network for Comment

The Honourable Steven Del Duca, Minister of Transportation, attended the summit to update delegates on key cycling initiatives taking place across the province. Minister Del Duca launched public consultations on the draft Provincial Cycling Network and announced that the draft network was available on the Environmental Registry.

The Provincial Cycling Network is a long-term aspirational network of cycling routes across Ontario that will (1) promote recreational cycling and tourism; (2) connect municipal cycling routes and places of interest; (3) identify areas of provincial infrastructure that should accommodate cycling; and (4) prioritize future cycling infrastructure investments on provincial highways.

<http://www.mto.gov.on.ca/english/safety/province-wide-cycling-network.shtml>

Minister Del Duca also addressed the importance of infrastructure funding for cycling (and \$50 million for commuter cycling was included in the 2017-18 Budget 2 weeks later).



The Honourable Steven Del Duca, Minister of Transportation with Jamie Stuckless, Executive Director of Share the Road and John Scott, Chair of Share the Road's Board of Directors (photo: David Keogh)

Share the Road Announces 9 New Bicycle Friendly Communities

The Bicycle Friendly Communities Program has now recognized 39 communities for their work to build safe and connected communities. Almost 70% of Ontarians now live in a Bicycle Friendly Community.

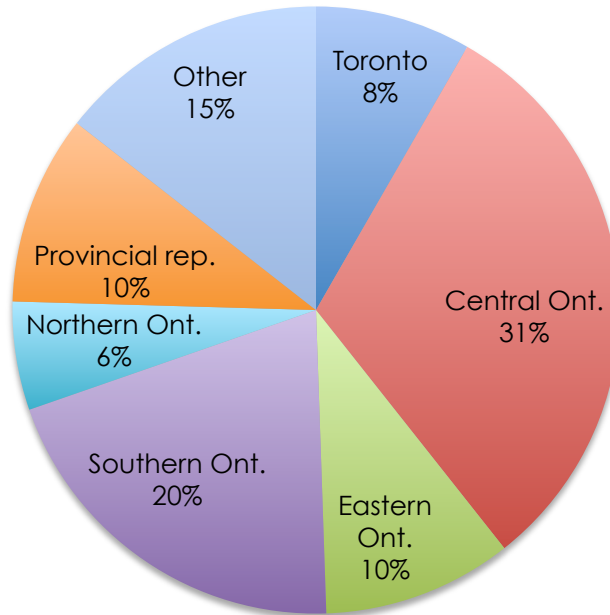
At the 2017 Ontario Bike Summit, the following communities received Bronze awards: **Belleville, Brampton, Cambridge, Cornwall, Collingwood, Ingersoll, St Thomas, Temiskaming Shores and Whitby**

Representatives from Share the Road and the Canadian Automobile Association were joined by municipal and provincial elected officials, senior staff, advocates and community volunteers from winning communities for the awards ceremony

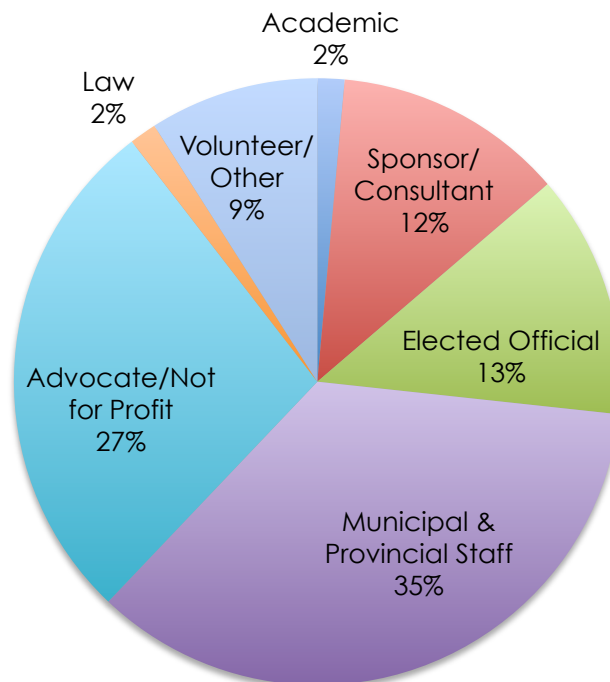


Who Was There

Geographic Breakdown of Delegates (%)



Professional Breakdown of Delegates (%)



What They Thought



POTENTIAL IMPROVEMENTS

- Focus on data & hands on workshops
- More time for networking
- Larger space/meeting rooms
- Provide Twitter handles for presenters

WHAT'S WORKING

- Connecting with peers is highly valued and a primary reason for attending
- Delegates value hearing best practices and provincial updates
- Risk management workshop useful



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TORONTO | APRIL 11 & 12 | SHARETHEROAD.CA/OBS

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