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Share The Road Cycling Coalition

Peterborough and The
Kawarthas Bike Summit
March 3rd, 2011

Getting it Right: Cycling,
Transportation, Health and
the Policy Connection



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Overview

- Share the Road Cycling Coalition
- Current Picture: Bicycling in Ontario(Research)
- The Policy Connection: Green Paper on Bicycling in Ontario
- Bicycle Friendly Communities Program
- Ontario Bicycling Policy (MTO)

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A preventable tragedy



OPP Sergeant
Greg Stobbart
(1961-2006)

Greg lost his life
in a cycling collision
June 6, 2006


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The Coalition 2006-2008

- Objective: leverage knowledge, competencies, make the case for safer roads in Ontario
- Three areas of focus:
 - Legislative reform: better laws=safier roads (Greg's Law 2009)
 - Bicycling advocacy: Building a Bicycle Friendly Ontario – Building the Movement
 - Build a grassroots cycling organization, uniting cycling advocacy groups, clubs across Ontario

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Environment Scan

- Environmental scan: provincial advocacy organization?
- Discussions across Ontario/Canada
- Best practice research – Bicycle Friendly cultures
- Canada, U.S., and Europe
- Gathered information. What did we find?....

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Bicycle Friendly Cultures


- Common elements
 - Broad, durable and long-term cycling policy, firmly embedded in overall transport and traffic policy”
 - Legislative constructs that encourage AT
 - A combination of “carrot and stick” approaches to motorized transportation trip reduction and active transportation incentives
 - Effective Planning instruments – AT as the focus
 - Political champions
 - Funding for municipalities

Create a local culture that supports, enhances and promotes cycling.

A culture of safety at the core of which are safety, education and awareness initiatives.

Question: How many of you have struggled to implement cycling and alternative transportation infrastructure but have faced barriers at the provincial level? Share the Road can help with this.

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How do we create BF culture in Ontario?

- Outreach across Ontario
- Municipal leaders, advocates, retailers, **law enforcement**, public health officials, business development/Chamber of Commerce
- Consensus building; needs/gap analysis
- What do you need to make your community more bicycle friendly?
- What's working? How can we help?

How to we build this Bicycle Friendly Culture?

Share the Road travelled to communities across the country to talk to municipal leaders and cycling supporters.

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What did we find?

- Uneven picture – municipalities
- Lack of progress=lack of knowledge, political will, funding
- No forum to share best practices
- AMO
 - Board (Spring 2008)
 - AMO partnership (BFC Program)
 - AMO Task Force on Active Transportation

As Share the Road started to take shape we saw an uneven picture across the country.

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Snapshot: Ontario

- **Municipalities:**
 - Want and need more support
 - Expertise/best practices, funding, resources
 - Better process for design and implementation
- **Cycling advocates:**
 - want and need expertise, resources
 - Need tools to make the case for cycling including more data, research
- **Policy:**
 - Ontario, unlike Quebec – or B.C. - does not have a well-defined public policy framework (Green Paper)
 - We need it – let's make it so

The biggest discrepancy: policy. Ontario has very little.

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Our response?

- Launched Share the Road Cycling Coalition September 2008: www.sharetheroad.ca
- The Share the Road Cycling Coalition was created to unite cycling organizations and cyclists from across Ontario and work with and on behalf of municipalities to give them the tools they need to become more bicycle-friendly.

Our organization's mandate is province-wide.

Having discovered a fragmented and disparate framework of capacity and knowledge in the municipal sector and in the cycling community, Share the Road developed a plan.

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Share the Road

To accomplish this we focus on:

- Building the political will to create policies and legislation
- Developing strategic partnerships with individuals and organizations to maximize our effectiveness.
- Promoting cycling wherever and whenever we can:
in the media, to community groups, politicians and key stakeholders.
- Building capacity in the municipal sector and in communities across the province.

The research we thus undertook and the data it provided makes a compelling case for the need for greater infrastructure investment, education programs for motorists and cyclists, initiatives that encourage cycling, and better policy and legislation.

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Share the Road

How?

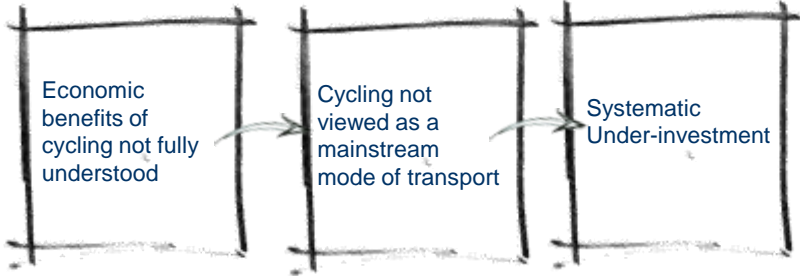
- Developing relationships with legislators and officials to create champions and increase their education and awareness of the benefits of cycling. (Outreach/Partnerships)
- Investing in research to make the case for enhanced investment in cycling.
- Delivering programs such as the Bicycle Friendly Community program and our annual Ontario Bike Summit to share best practices and increase the effectiveness of municipalities

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Strategic Priorities: Data/Research

As pointed out by Cycling England:



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graph LR; A[Economic benefits of cycling not fully understood] --> B[Cycling not viewed as a mainstream mode of transport]; B --> C[Systematic Under-investment]
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Not enough is understood about how cycling contributes to our health and well being, our economy, and consequently there has been systematic under investment in cycling.

Governments don't create bandwagons – they jump on them. Our efforts need to be people driven but we need to do better. We need to be armed with facts if we are going to move people – their minds and hearts - and change thinking.

Behavior modification is really where we're at. Investment in cycling has lagged far behind investment in motorized transportation. Governments are waking up to this. We are playing catch up but we still have an “unbikeable and unlikeable” landscape.


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The Opportunity:

- There is growing recognition that cycling contributes to tackling:
 - Obesity
 - Traffic congestion
 - Climate change
 - Improving quality of life
 - Creating wealth through tourism and leisure
 - Rising transport prices

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Cycling and Health: Cycling England

- The value of a cyclist – based on cycling trips that replace car trips
- Each additional cyclist health cost savings ranges between \$200-\$500 per year (depending on age)
- Pollution/congestion: \$700 per cyclist savings
- Value higher where inactive people become active
- Where cycling replaces car trips – particularly in urban areas: a 50% increase in trips= health care savings of \$3 B over ten years
- Investment in cycling projects ROI=between 3.1 and 4.5:1

Here's what Cycling England has been able to determine. We need to replicate this research here.

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Strategic Priorities: Data

Cycling England:

50% increase in the number of cycle trips between
2005-2015:

- NHS costs (adults) \$300 M
- Absence from work: \$450M
- Pollution: \$350 M
- Congestion: \$1.2 B

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Our health in decline:

Canada Health Measures Survey:

- Recommended amount of exercise: Only 15% adults; 7% children (Adults – 150 min/week; children 60 min/day)
- Children: 62% of their waking hours sedentary
- Ontario: 51.6% population –overweight
- 50.2% are inactive
- Physical inactivity=increased burden of chronic disease, disability, premature death – heart disease and stroke
- Children: McGill study – 1971 85% children rode/walked to school. Now? 14.5%

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Making the case...

- Environment Canada; “each Canadian makes an average of 2,000 car trips of less than 3 km each year. ...For distances up to 5 km, cycling is recognized as the fastest of all modes from door to door.”
- Statistics Canada; “.in 2005, approximately 86% of Canadians traveled to work by car as drivers or passengers. Of those, 57% of residents lived less than a five-kilometer drive from work.”
- Regular physical activity reduces health care costs, risks dramatically
- Archive of Internal Medicine study (2000)
 - 30,000 subjects; 20-92 years of age
 - Cycling to work decreased mortality risk by 40%
 - Netherlands: 20 minutes/day cycling = 10 B/savings

And yet....

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Benefits vs. Risks

- Joeren Johan de hartog et al - Institute for Risk Assessment Sciences, University of Utrecht, the Netherlands,
- “Do the health benefits of cycling outweigh the risks?”
 - <http://ehp03.niehs.nih.gov/article/info%3Adoi%2F10.1289%2Fehp.0901747>
- Study modelled impact of 500,000 people shifting modes

Review of literature for traffic accidents, air pollution etc.

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Benefits vs. Risks

- Beneficial effects of increased physical activity are substantially larger (3–14 months gained) than the potential mortality effect of increased inhaled air pollution doses (0.8–40 days lost) and the increase in traffic accidents (5–9 days lost).
- Societal benefits are even larger because of a modest reduction in air pollution and greenhouse gas emissions and traffic accidents.
- Conclusions: On average, the estimated health benefits of cycling were substantially larger than the risks relative to car driving for individuals shifting their mode of transport.

Review of literature for traffic accidents, air pollution etc.

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Benefits vs. Risks

- 21000 deaths due to sedentary lifestyles
- 56 sedentary lifestyle deaths for every cycling death
- Benefits outweigh risks 56:1
- The estimated number of life years gained still exceeded the losses when the lowest estimate for physical activity was compared with the highest estimate for air pollution and traffic accidents
- If health care costs are escalating why aren't we focusing on encouraging cycling as a viable transportation/recreation activity?


Review of literature for traffic accidents, air pollution etc.

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Bicycling in Ontario
("Things are looking up")


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Bicycling in Ontario

- Current dynamics:
 - Cycling is gaining in popularity
 - Public support is growing
 - Urban areas – utilitarian cycling
 - Rural – recreation, tourism
 - Municipalities are increasingly embracing cycling
 - Province: policy levers, beginning to address cycling
 - Comprehensive Bicycle Policy(MTO) Developed

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Omnibus Poll August 2010

- Omnibus survey August 2010 (1100 Ontarians)
- Attitudes (motorists/cyclists)
- Dispel myths
- Focus on children/education

In keeping with our desire to be evidence-based...

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Omnibus Poll August 2010

- Overall: growing support for measures to promote cycling
- Conflict myth?
- 89% of Ontario endorsed the view that:
 - “Cyclists and motorists are equally responsible for making roads dangerous and causing accidents involving bikes and cars. Both groups need to take more responsibility for sharing the road.”

In keeping with our desire to be evidence-based...

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Omnibus Poll August 2010

- 71% agree (28% strongly) that 'Schools should teach cycling as part of physical education'
- 70% agree (29% strongly) that 'Safety for drivers and cyclists is not just a matter for individuals - governments need to step up and invest in cycling infrastructure'

Strong support for a variety of bike friendly measures, including:

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Omnibus Poll August 2010

- 70% agree (25% strongly) that 'Investing in bike lanes and traffic signals to make cyclist safer does not have to cost very much money...
- 70% agree (33% strongly) that amongst measures to enhance safety, enacting a 3'/one meter safe passing law to require that drivers give at least on-metre (three feet) of clearance for cyclists when passing is a useful measure. Support for the law is strongest among women and rural Ontarians.
- Data: www.sharetheroad.ca

These measures can be implemented by municipal governments during road construction. That is already happening in some communities.

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It's the Policy Silly....

Green Paper on Bicycling in Ontario:
When Ontario Bikes, Ontario Benefits

In keeping with our desire to be evidence-based...

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Omnibus Poll August 2009

- Omnibus survey 1100 Ontarians: Why don't you cycle? (August 2009)
 - 60% of Ontarians say they would prefer to cycle more often; the primary reason they do not ride more often is they are “worried about safety on the road”.
 - “not enough bike routes to where I want to go” (39%)

Started with research...

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Omnibus Poll August 2009

- 94% of respondents rode bikes as children, only 6% are frequent users today
- 24% of Ontarians ride their bikes occasionally (either weekly or monthly) while 70% say they never or rarely cycle – which includes both those with (38%) and without (32%) bikes.


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Omnibus Poll August 2009

- Ontarians in the 34-49 age range are the most likely to have a bike, but also are most likely to say they rarely or never ride it.
- A greater percentage of people ride for pleasure and recreation in rural areas

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Research: Stakeholder Survey on AT

Pre-Summit On-line Stakeholder Survey:


- Results are drawn from an online survey of 450 experts during the period September 1st to 15th, 2009. (1200 surveyed)
- Respondents were invited via the following email lists:
- AMO (Association of Municipalities of Ontario)
- OPPI (Ontario Professional Planners Institute)
- Share the Road (cycling advocacy list)
- OPP (Ontario Provincial Police – traffic enforcement)

(AT = alternative transportation)

Objective for Share the Road is moving towards an Ontario Bicycle Policy – which is critical to a bike-friendly culture

Sought feedback from key stakeholders, key government stakeholders.

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Research: Stakeholder Survey on AT

Barriers to Improved Cycling/AT:

Top-level concerns


- Lack of infrastructure and/or funding (municipal & provincial)
- Actual or perceived lack of safety on the roads

Other concerns:

- Need for awareness and education programs for drivers and non-cyclists
- Not enough resources dedicated to policy development; not enough champions inside government (municipal &/or provincial)

AT = alternative transportation

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Research: Stakeholder Survey on AT

Results:

Specific Actions Ontario Government Could Take*:

- Funding for infrastructure – 86%
- Education Programs -- 73% (bicycle safety, safe routes to school, programs for motorists)
- Public Awareness and promotion – 71% (promoting/encouraging cycling)
- Enhanced legislation/Resources for policy development --- 62%

* These 4 “Priority Action Areas” are the framework the Green Paper


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Green Paper on Bicycling in Ontario

- Basis for an Ontario Bicycle Plan, a set of priorities for creating a "Bicycle Friendly Ontario"
- An advocacy tool -- an "Advocacy Action Plan" for the Share the Road Cycling Coalition; other active transportation stakeholders in Ontario including municipalities
- A framework for policy development
- Lobbying for change; 2011 provincial election
- Coalition will distribute an advocacy tool kit based on the Green Paper for distribution to community groups across Ontario

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Green Paper: Focus

- Infrastructure
- \$20 M Ontario Bicycling Investment Fund
- Partnered with Bike Industry (BTAC)
- Paved shoulder legislation – PMB Frank Miller MPP
- 3'/one metre passing law – PMB Cheri DiNovo MPP

Infrastructure and education (public awareness programs to encourage cycling legislation).

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Green Paper: Focus

Education:

- Driver's Manual update
- Education : Province Wide Campaign
- Pilot Spring 2011 Halton Region Share the Road Campaign (Education/Enforcement)
- OTA partnership
- CAA partnership
- Cycling Tourism Strategy for Ontario (OBR) – Route Verte for Ontario (\$130 M ROI)

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Green Paper: Focus

Policy and legislation/policy:

- Greg's Law: Repeat Offenders – Suspended drivers
- 3'1 metre passing law: May – Ontario legislature
- Paved shoulder PMB September 2010
- Tourism initiative – A "Route Verte" for Ontario

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Review of literature for traffic accidents, air pollution etc.

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What can you do?

- Make cycling part of your overall TMP
- Better still: CMP or ATMP
- Work with your health and education partners – promote Active and safe Routes to School
- Create active/healthy habits for life
- Cycling Advisory Committee – Get their advice
- Engage your tourism partners, business community
- Have the conversation: submit a BFC application

Translating benefits into hard numbers.

We already know that cycling is good for you and that it is fun but how about starting to frame it in terms of its net benefits: good for our economy; improved health outcomes; cycling tourism; and, enhances our quality of life.

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A green L-shaped graphic element in the top-left corner of the slide.

Bicycle Friendly Communities Program

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Bicycle Friendly Communities Program

- League of American Bicyclists initiative
- Started in 1996, revised in 2002
- Funding: Trek, Bikes Belong
- Civic pride initiative
- Benchmark for communities, report on bicycle policies and programs
- Partnership: AMO to develop, launch, market program

This is a Washington-based League of American Bicyclists initiative.

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Bicycle Friendly Communities Initiative

- Roadmap for improvements: municipalities get a report on how to improve when they apply
- Expert review panel; local reviewer survey
- 5 Award levels
 - Platinum
 - Gold
 - Silver
 - Bronze
 - Honorable Mention

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Bicycle Friendly Communities Initiative

- Application Criteria. Communities will be judged on progress in the following areas – the 5 “Es”:
 - Engineering
 - Education
 - Encouragement
 - Evaluation & Planning
 - Enforcement


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Bicycle Friendly Communities

- Progress to date:
 - Provincial Working Group
 - Work with AMO (Association of Municipalities of Ontario) to raise awareness, deliver program
 - Official launch August 2010 – AMO AGM Windsor Ontario
 - Active Communities Pledge: Awareness
 - First intake: April 2011
 - Provincial Review Panel
 - AMO 2011

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A New Bicycle Policy for Ontario

Green Paper on Bicycling in Ontario:
When Ontario Bikes, Ontario Benefits

In keeping with our desire to be evidence-based...


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Ontario Bicycle Policy

- This is the first such Policy in 16 years.
- Follows many of the recommendations outlined in Share the Road's 2010 Green Paper on Bicycling in Ontario
- It will serve to improve the conditions for the use of bicycles in the province and in this way promote their use
- Municipalities will be allowed to apply for upgrades to roads within their jurisdiction to make them more `bicycle friendly`.


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Ontario Bicycle Policy

- Assist MTO to support cycling objectives that support cycling, Growth Plan for the Greater Golden Horseshoe (2006) and the Metrolinx Regional Transportation Plan
- It's focus is on increasing trips by bicycle given its benefits to the environment, health and to economic development through tourism.
- The Ministry recognizes these benefits and wants to assist municipalities in their efforts to do so.
- It will address infrastructure issues such as the need for paved shoulders – a 1.5 metre shoulder on new construction and on existing highways when they are expanded or rehabilitated; and will make provisions for cyclists in provincial rights- of- way


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Ontario Bicycle Policy

- Receive and evaluate requests from municipalities for special accommodations for cycling in provincial rights of way – there is a process for this outlined in the policy
- It all addresses these areas with specific policy suggestions: Education and Awareness; Road user safety; legislation and policies
- It will support the development of an Ontario Bicycle Route to encourage bicycle tourism in Ontario
- It will provide for enhanced cooperation within government via an interministerial active transportation committee
- MTO is providing a process to share the cost of improvements requested by municipalities

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Ontario Bike Summit

The slide features a green L-shaped graphic in the top-left corner and a dark blue horizontal bar. The text "Ontario Bike Summit" is centered on the slide.

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Ontario Bike Summit

- 2009: Waterloo (Ontario Bicycle Policy)
- 2010: Burlington (Bicycle Friendly Communities) Summit: 1.5 days -- workshops, sessions
- 2011: Ottawa (Children's Health & The Built Environment)
- Target audiences:
 - Advocates, Bicycle industry, planners, engineers, private sector, law enforcement
 - Municipal officials and politicians
 - Provincial officials and politicians

The Ontario Bike Summit started with outreach and feedback from across Ontario based on what our key stakeholders need and a desire to bring them together to maintain momentum, inspire and to learn from each other.

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Ontario Bike Summit: Objectives

- Objectives:
 - Best practice sharing amongst municipalities
 - Build capacity amongst cycling organizations
 - Shape the cycling legislative, infrastructure agenda provincially – be inspired by other examples/jurisdictions
 - Survey: identify barriers, opportunities advocate for enhanced provincial role
 - Inspire, inform attendees with speakers from Canada and internationally

These were our objectives. The results from attendees indicate that we were successful.

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Ontario Bike Summit: Results

- 200+ attendees
- Excellent international examples – Mayor of Madison Wisconsin; Chairman Cycling England; Mayor of Portland Oregon
- Ontario Transportation Minister
- Political panel – all party representation (Conservative, NDP, Green)
- Several mayors, municipal councilors, regional and municipal staff in attendance as well as provincial government representatives

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Ontario Bike Summit 2011: June 27th

- Host City: Ottawa
- Location (tbc): University of Ottawa
- Partners (tbc):
 - City of Ottawa
 - NCC
 - Tourism Ottawa
 - YM/YWCA
 - Bike Retailers (MEC, Bushtakah, etc.)
 - BTAC
 - Manufacturers (Norco, Giant)
 - Federal; Provincial government
 - Dutch Embassy
 - Local Cycling organizations

Where next?

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Final Thoughts...

- Bicycle Safety=More cyclists=Active communities=Healthier population=Healthy habits for life (kids)
- What can you do? BAC? Retailers; advocates; retailers; Public Health; local Chamber; Meeting with MTO
- Submit a BFC application


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Final Thoughts...

- Write a letter to Minister Wynne, Finance Minister
- Support our \$20 M OBIF request
- Talk to your MPP (election year...)
- Healthcare, transportation – election issues


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A final note...

Ask yourselves: What kind of community do we want now, and for our children?

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Thank you...

We look forward to working with you in Building A Bicycle Friendly Ontario!