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(NOTE: All notes added by Summit Organizers)

Mayor Parish's family has a cottage on Sturgeon Lake. He is very familiar with cycling in this area and its wonderful potential.

He is a recreational cyclist and also into cycle tourism.

Mayor Parish indicates that there is no more a wonderful way to see the countryside as cycling as you are moving at a speed in which you can take things in.

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The feelings of some...



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Ajax: Eco-Enthusiast Dream

- Surrounded by rich natural settings
 - Including four greenway spines: Duffins Creek, Millers Creek, Carruthers Creek and Lake Ontario
- Integrated within green infrastructure
 - First Ajax Council (1955) had the foresight to preserve Town's waterfront from development – now boasts a 7 km scenic trail
 - Town partnered with TRCA to preserve Greenwood Conservation Area (283 ha)
- Built with the environment in mind
 - Town has adopted an environment first philosophy



Ajax waterfront: publically owned, not developed in any way (in part due to Mayor Parish's father)--> no development for 400m back from Lake Ontario.

Ajax boasts the best section of the Waterfront Trail! (Visit Ajax on July 4 for a celebration!).

Cycling is innately political → it has to do with the sharing of the public realm, who gets rights on the public realm and where the public's money gets spent (editorials in the Star after Mayor Ford was elected).

The war on the car is one that cyclists can never win. Any cyclist who has been struck by a car knows this.

Therefore build from your strengths and what you have, that is (Peterborough, Ajax has this too) a **great natural setting**. River valleys in Ajax, conservation areas, bounded by a lot of natural resources → designed to unite and bring people together.

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Progressive Planning

- Every day, Durham residents make 800,000-plus private car trips less than 6 km - Ajax wants to change that
 - Building a supportive network of program & policies
- Ajax Pedestrian & Bicycle Master Plan approved in 2010
 - Combination of new infrastructure, interconnected transit & network of bicycle facilities
- Goal is to have ~220 kms of cycling related trails/lanes
 - Taking the lead in Durham Region
- Key objectives
 - Reduce auto dependency / promote active transportation
 - Link neighborhoods / municipalities
 - Promote healthy lifestyles / improve quality of life
 - Build awareness of Town's natural environment
 - Use as a tool for economic competitiveness and tourism

Doctor who said a lot of people spend a vast amount of time doing short distances in a car → those distances are very much amenable for cyclists → important to build an alternative for cars to enable people to do this.

In Ajax, their goal is to have 220 km of cycling lanes and trails → currently half way there.

Ajax is not large geographically and has the most robust cycling facilities in Durham.

Among a list of cycling activities, Ajax, links their neighbourhoods, promotes active transportation, use cycling as a tool for economic competitiveness (through cycle tourism, but also feature the known fact that entrepreneurs and IT industry move to communities for the quality of life, which this, more and more, means access to nature.

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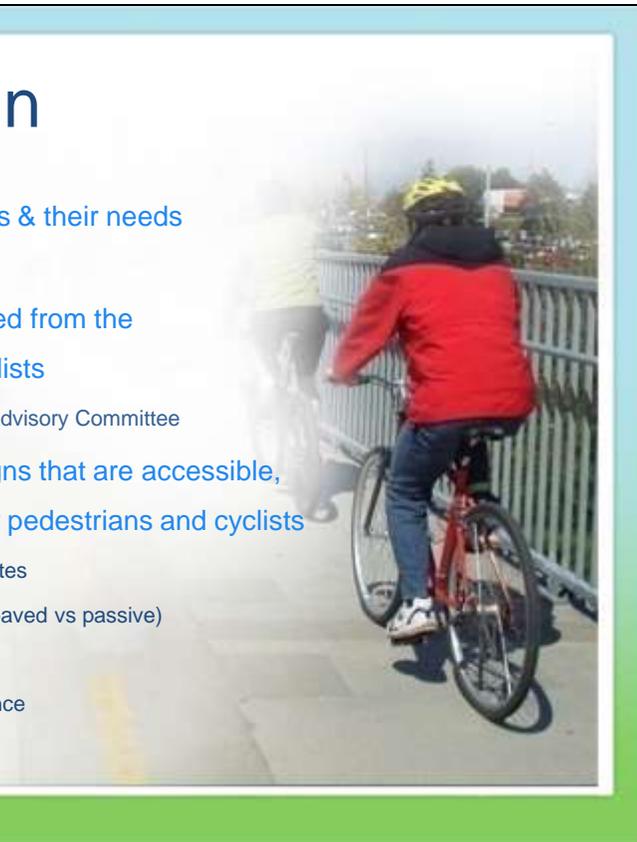
Percentage of entrepreneurs and high level business people who are cyclists is phenomenal.

Need to know what you want → not just infrastructure -> have a vision and communicate it to the community → vision and communication are key, you *will* have disputes and car wars if you do not do this → brand it, promote it, build the tourism component, quality.

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Getting Buy-in

- Know the different audiences & their needs
 - Young & old, racers, families
- Ensure all projects are viewed from the eyes of pedestrians and cyclists
 - Active Transportation & Trails Advisory Committee
 - Create a variety of designs that are accessible, safe and comfortable for pedestrians and cyclists
 - Commuter and recreational routes
 - Multi-use trails (trails vs lanes/paved vs passive)
 - Continuous and inter-linked
 - Year-round care and maintenance



Must get buy-in → know your audiences and your needs.

Communities are not uniform → they consist of all sorts of people and interests --> need to know this diverse audience and need to appeal to all their needs.

If you make a system solely for road racers you've missed your target → you *must* design for all, families, seniors, for both cyclists and pedestrians.

Ajax has a cycling advisory committee → they know what cyclists need and can contribute this perspective.

Often bureaucrats don't know what cyclists need → safety and comfort are critical → and their needs are real

Trails therefore are very important, lanes can be sufficient → but this depends on the area and the traffic and safety

Trails need to lead somewhere, need to be linked, need to be maintained (have some maintained in the winter that are high use).

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Getting Buy-in (cont.)

- **Build amenities**
 - Parking, storage, food & drink, accommodations etc.
 - Resting areas on routes
- **Commit to a long term plan**
 - Political Champion
- **Communicate & Educate**
 - Regularly promote
 - Visible signage
 - Active living programs
 - Partner with advocacy and commuter groups

Also important to cyclists is: parking, storage, tourism accommodation with good bike storage.

If you want to provide tourism then your accommodation businesses need to know that cyclists need good storage.

Also good rest areas, good food.

Commit to a long term plan and recognize it may take a generation or two .

You need political champions like a councillor, someone who will lead the charge.

Need to communicate and educate → advisory committee can do this --> champion.

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Financial Commitment

- Ensure that Development Charges fund the maximum amount possible for new growth
- Leverage non property tax revenue sources for new trails/lanes
 - Federal Gas Tax, Slots Revenues and direct Developer Cost Sharing through development agreements
 - Federal Gas Tax provides 100% of the funding to add bike lanes on existing Town roads; also funds the installation of new Pedestrian Signals where existing trails cross busy streets
 - Slots revenues now provide 100% of the funding for an expanded waterfront trail maintenance program
- Property taxes are used only for maintenance of existing trails

Financing is the most difficult part → this is where the rubber hits the road.

If you don't have the right kind of funding, when it comes to a tough budget year, cycling gets cut back or out → need to find political ways to put the financing in place.

In Ajax asked for development charges, federal gas tax, slots, insist developers put in cycling infrastructure → build funding into plan and indicate where the money comes from so that it is identified clearly for all.

Important → don't use property taxes to build cycling structure because some will get very angry with you

The only thing Ajax uses property tax for is for trail maintenance (built into plan).

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How Ajax did it

- Thinking outside the box
- Using creative funding solutions
- Taking advantage of one-time provincial/federal funding
- Making it a priority – not just a want
- Building into capital program
- Lobbying for links and funding (e.g. DC changes)
- Partnerships (such as Trail Advisory Committee)



There are many successful municipalities who are good at this → learn from their successes.

Get a cycling plan in place. If you apply for a grant for active transportation they will ask if you have a cycling plan or they won't give it to you → it is a way for a community to take advantage of green infrastructure programs being offered → Cycling support is not a luxury, it's important for people to move in the city, it's important for tourism and for a community's economics.

Cycling changes the feel and the liveability of a community → all over the world you can see this → it changes the dynamism of a place.

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