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Windsor, Ontario July 24, 2013

A meeting of the **Windsor Bicycling Committee** is held this day commencing at 5:00 o'clock p.m. in Room 407, 400 City Hall Square East, there being present the following members:

Kari Gignac, Chairperson
Councillor Alan Halberstadt (arrives at 6:15 p.m.)
Neil Campbell
Walter Manney
Nicole Noel
Charles Pope

Regrets received from:

Dr. Chris Waters

Also present are the following resource personnel:

Cathy Copot-Nepszy, Windsor-Essex County Health Unit
Jen Leitzinger, Transportation Planning Engineer
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 5:12 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. DECLARATIONS OF CONFLICT

None disclosed.

3. MINUTES

Moved by W. Manney, seconded by C. Pope,
That the minutes of the Windsor Bicycling Committee at its meeting held April 24, 2013 **BE ADOPTED** as presented.
Carried.

4. **BUSINESS ITEMS**

4.1 **Ontario Bike Summit held May 28-29, 2013**

The Chairperson provides a verbal update relating to her attendance at the Ontario Bike Summit held from May 28-29, 2013, in Toronto, **attached** as Appendix "A".

Moved by N. Campbell, seconded by W. Manney,

That the verbal report of the Chairperson, Windsor Bicycling Committee regarding her attendance at the Ontario Bike Summit held May 28-29, 2013 in Toronto, Ontario **BE RECEIVED**.

Carried.

4.2 **Bike to Work Day**

N. Noel submits the receipts for the Bike to Work Day breakfast held on May 31, 2013.

4.3 **Bike to Fireworks, Bike to Work Day, Rediscover Your Bike**

The Chairperson advises approximately 100 cyclists participated in the Bike to Fireworks event held on June 24, 2013.

In terms of the Rediscover Your Bike, the Chairperson reports approximately 60 cyclists participated in the event. She states the location of the event, Remington Booster Park and the lack of parking may have hindered attendance.

The Chairperson thanks the WBC members for their attendance at the Bike to Work event held May 31, 2013. She indicates maps will be provided for the riders in 2014 as the cyclists experienced some difficulty in following the route.

C. Cepot-Nepszy suggests cyclists from Lasalle be invited to participate in the 2014 Bike to Work event.

N. Noel proposes cyclists meet at a downtown location (rather than at the CBC) for 2014 for the Bike to Work event.

The Chairperson advises Joan Murphy Walker was presented with the Commuter of the Year Award.

N. Noel recommends members of the WBC "adopt a Councillor" to attend events or, to ride throughout their respective Wards.

4.4 Bike the Bridge 2013 Event

The Chairperson reports the U.S. organizers have confirmed the Bike the Bridge event will be held on October 13, 2013. She indicates volunteers are required to assist with the registration. She states the Bridge Company may allow the cyclists to access the Bridge to return to Detroit following the event.

Moved by N. Campbell, seconded by C. Pope,

That **APPROVAL BE GIVEN** to an expenditure in the upset amount of \$1,000 for costs associated with the Bike the Bridge event to be held on October 13, 2013.

Carried.

4.5 Ontario's Share the Road Cycling Coalition

The Chairperson suggests a Share the Road Ride be scheduled to encourage safe cycling on the road. N. Campbell proposes the Share the Road Ride take place on the riverfront and then onto the Ganatchio Trail.

4.6 Suggested Recommendations to the Environment, Transportation & Public Safety Standing Committee

The Chairperson refers to two areas of discussion which may warrant a recommendation to the Environment, Transportation & Public Safety Standing Committee as follows:

- Request for a full-time cycling coordinator
- Request that directional arrows be painted in bike lanes on one-way streets

It is generally agreed the issue relating to the directional arrows to be painted in bike lanes on one-way streets be deferred pending the publication of the Ontario Traffic Manual Book 18.

4.7 Educational Campaigns

This item is deferred to the next informal meeting of the Windsor Bicycling Committee.

4.8 Financials

The WBC Financial Summary Variance Report for the period ending June 30, 2013 is received for information.

5. **NEW BUSINESS**

The Chairperson reports as part of the Great Waterfront Trail Adventure, cyclists will ride from the Lighthouse Cove to Windsor on August 11, 2013. She asks for volunteers to marshal cyclists through Malden Park on August 12, 2013 as they cycle to Leamington.

The Chairperson asks if there is interest in acquiring a booth at an event to be held at the Children's Safety Village on September 21-22, 2013.

Moved by C. Pope, seconded by W. Manney,
That **APPROVAL BE GIVEN** to an expenditure in the upset amount of \$100.
for the procurement of a booth at the Children's Safety Village on September 21-22,
2013.

Carried.

N. Campbell abstains from voting on the matter.

6. **DATE OF NEXT MEETING**

At the call of the Chair.

7. **ADJOURNMENT**

There being no further business, the meeting is adjourned at 7:00 o'clock p.m.

CHAIRPERSON

COMMITTEE COORDINATOR

AGENDA
and Schedule "A"
to the minutes of the
Windsor Bicycling Committee meeting held
Wednesday, July 24, 2013
at 5:00 o'clock p.m.
Room 407, 400 City Hall Square East



1. **CALL TO ORDER**
2. **DECLARATIONS OF CONFLICT**
3. **MINUTES**
Adoption of the minutes of the meeting held April 24, 2013 – *(previously distributed)*
4. **BUSINESS ITEMS**
 - 4.1 **Ontario Bike Summit held May 28-29, 2013**
The Chairperson to provide a report.
 - 4.2 **Bike to Work Day**
Outstanding receipts for the event to be submitted.
 - 4.3 **Bike to Fireworks, Bike to Work Day, Rediscover Your Bike**
Discussion regarding the negative/positive outcomes of the three events.
 - 4.4 **Bike the Bridge 2013 Event – October 13, 2013**
 - 4.5 **Ontario's Share the Road Cycling Coalition**
Discussion regarding strategies to foster a stronger relationship with the Ontario's Share the Road Coalition.
 - 4.6 **Suggested Recommendations to the Environment, Transportation & Public Safety Standing Committee**
 - Request for a full-time cycling coordinator
 - Request that directional arrows be painted in bike lanes on one-way streets
 - 4.7 **Educational Campaigns**
Discussion regarding ideas for future educational campaigns, i.e. the dangers of biking the opposite direction on one-way streets and on the sidewalk.
 - 4.8 **Financials**
Financial Summary Variance Report for the period ending June 30, 2013 – *attached.*
5. **NEW BUSINESS**
6. **DATE OF NEXT MEETING**
To be determined.
7. **ADJOURNMENT**

Ontario Bike Summit - May 28-29, 2013 - Report by Kari Gignac, Windsor Bicycling Committee Chair

Day 1

Welcome from Eleanor MacMahon and Stephen Buckley, General Manager for Transportation Services, Toronto.

As always, Eleanor's enthusiasm made everyone feel welcome and excited to learn what we'd be in for in the next two days. She's an inspiration for me, and is endlessly encouraging. Our own John Scott was the conference emcee, and he talked up Windsor-Essex as much as possible!

Dr. Dan Cass, Interim Chief Coroner for Ontario, spoke to the Coroner's Report that was released last year regarding cycling deaths in the province. Susan Eng, VP of Advocacy for the Canadian Association of Retired Persons (CARP) spoke next, and emphasized the connection between a retirement-friendly and bike-friendly city. She also reminded us that older Canadians continue to cast the majority of votes in local, provincial and federal elections.

I learned that a healthy transportation mode hierarchy looks like this: 1. Pedestrians, 2. Transit Riders, 3. Cyclists, 4. Drivers... and those cities that put automobiles at the top of the hierarchy will struggle to draw new businesses and residents.

Gabe Klein, Commissioner for Transportation in Chicago, reported that the City of Chicago spends roughly \$25/person on cycling facilities. Nancy Oleweiler, Chair for Translink B.C., touted Vancouver's facilities built for the Olympics, but admitted that Vancouver only spends between \$3-6/person. It would be interesting to know how much, per capita, Windsor spends on cycling facilities.

Oleweiler also noted that many visitors and residents changed their mode of transportation during the Olympics out of necessity, and 60% of those surveyed continued to use active/alternative transportation to get around the city after the Games.

The next session was all about economics. Andy Clarke, president of the League of American Bicyclists, spoke to the link between biking and business. Research has shown that shop owners overestimate the number of customers that arrive by car, and underestimate the number that arrive by bike/on foot. Mikey Bennington, the Lead Researcher for a project on Cycling Economies led by the Toronto Cycling Think and Do Tank, reminded us that more cycling services will result in more cyclists, and that most people will switch their transportation mode at the same time as another, more meaningful life change, like a move to another city. He said that his research revealed that pamphlets don't work when trying to advocate change - they actually deter people. He suggested key chains to pass along info - this would be seen every time someone left the house, and would affect their decision to drive or bike at the precise moment they're making that decision.

Charles Brown, Senior Research Specialist at Alan M. Voorhees Transportation Center at Rutgers University, clarified the amount of money that could potentially be raised in a city that embraces and supports cycling and running events. He used the World Series in Detroit as a contrast, which had a \$26 million impact on the city. In New Jersey, cycling and running events had a \$500 million impact.

At a pre-lunch presentation, the Honourable Michael Chan, Minister of Tourism, Culture and Sport, announced a new 600-kilometre Ontario Greenbelt cycling route being developed by the Waterfront Regeneration Trust and Friends of the Greenbelt Foundation. The new route, set to be open in the summer of 2015, will stretch from Cobourg north of Toronto, all the way around the GTA and ending at the Niagara River. We were each given ballots with a few trail name choices, which went into a draw for a gift basket. (As a side note, the food served at this conference was stellar!)

The first break out session I attended was called *Recipes for Success: Regional and Municipal Government Working Together to Enhance Cycling*. Margie Chung, Principal Transportation Planner for the Region of Peel, and Jacquelyn Hayward-Gulati, Manager of the Cycling Office in Mississauga, spoke of the importance of communication and collaboration between municipal and regional governments. This session made me think that more emphasis should be put on working with Essex County, especially since CWATS has some momentum right now. I was envious that Mississauga has an entire office with multiple staff for cycling issues. Chris Fonseca, Councillor in Mississauga, also spoke of the effectiveness of collaboration. I learned that timing has a lot to do with how supportive councillors will be - because CWATS was created just as cycling was trending, it's enjoyed a lot of support from local governments. BUMP may have been well-supported when it was created, but the plan has lost its effect because it's sat stagnant for so long.

I asked Councillor Fonseca how to convince Windsor City Councillors that more funding is needed for cycling facilities. She said that hard numbers and expert/professional opinions count for a lot, as do examples of success in other locations.

The second break out session I attended was on cyclovias, or open street festivals. Dave Cieslewicz, former mayor of Madison, WI, spoke on the success he had with an annual cyclovia. Open Street events are a great way to give people the opportunity to ride the streets in safety, possibly giving them the confidence needed to ride the roads when they're not closed to motorized traffic. The event in Madison has become his legacy, and contributed to his popularity as mayor. An open streets event would work well in Windsor if combined with another event or festival, and if partnerships with other active transportation organizations were present (like BFEW, the Health Unit, WECEC, the Border City Brawlers, East Side Riders, etc.).

That evening, we attended a fashion show at the Steamwhistle Brewery featuring the latest bikes and bike fashion, put on by Momentum Magazine. Guests were also able to take a tour of the brewery. It was a fun night mingling with other cycling activists, and I coveted the shiny green Linus cruiser featured in the fashion show!

Day 2

The second day of the conference started with the summit's keynote speaker - the Honourable Glen Murray, Minister of Transportation and Infrastructure. His talk led us through the process and progress of Ontario's new Cycling Strategy, and it was at this time that he announced the release of the new strategy would be delayed until the fall, as more public input was being received.

The latest award winning Bike Friendly Communities were announced. Toronto received a Silver award, and bronze awards went to Burlington, Guelph, Kingston, Markham, Mississauga, Oakville, Peterborough, Richmond Hill and Welland.

We also received an update on the drafting of the new Ontario Traffic Manual (OTM) 18 on Bicycling Facilities. This will be a guide for engineers, planners and designers involved in bicycle facility planning design and implementation. This, along with the new Ontario Cycling Strategy and a review of the Highway Traffic Act, will go a long way in ensuring cyclist's safety while riding on Ontario's roads.

Prior to lunch, we heard from Howard Chang, CEO of Top Drawer Creative, the makers of the award-winning ad that effectively conveys the "share the road" message with the "it moves us all" slogan (<http://www.youtube.com/watch?v=MFwH5oPssRg>). He's also been named the chair for the Velodrome Fundraising Committee, which will be built for the 2015 Pan/Para Pan American Games in Milton.

During another yummy lunch, we were treated to an advanced screening of a new documentary being made by Ottawa City Councillor David Chernuschenko, entitled *Bike City, Great City*. It's a look at bicycle-friendly cities and cultures worldwide, and the success stories in regard to bettering the health and wealth of their residents.

After lunch, politicians from each major political party took the panel and answered the barrage of questions that came from the audience.

Steve Clark (MPP Leeds Grenville), Progressive Conservative Party Critic, Municipal Affairs and Housing spoke on behalf of the PCs. Catherine Fife (MPP Kitchener-Waterloo), NDP Critic Economic Development; Infrastructure; Research and Innovation represented the NDPs. Kevin Flynn, (MPP-Oakville) Parliamentary Assistant to the Minister of Transportation and Infrastructure backed up Glen Murray and the Liberals, and Mike Schreiner, Leader of the Ontario Green Party, spoke for his party.

They were all very sympathetic to the cause, within the limitations of each party's platform. Clark focused on the cost, Flynn repeated much of what Minister Murray had already stated, and Schreiner sounded like a politician. I was most impressed by Fife, who seemed genuine in her concern for cyclists in Ontario.

The conference closed with one last session led by some inspirational youth. The province's first Youth Bike Summit is being planned for this October in Toronto, and I hope that Windsor is able to send one or two representatives from the Windsor Youth Committee. This session also outlined some of the programs that are happening in Toronto schools - namely the *I Pledge to Ride and Drive with Care* program.

After checking out of the hotel, we headed to Queen's Park for a reception with various members of provincial parliament. Taras Natyshak was there, as well as MPPs from many other regions. Premiere Kathleen Wynne also stopped in for a few minutes, and an announcement was made stating the province's first all-party cycling caucus will be created.

Some Ideas:

- clean up dead bikes from racks
- provide taxis with "look" stickers for their sideview mirrors
- free transit for event ticket holders (ie: the ICG)
- "challenge" key chains
- create a Windsor-Essex Active Transportation Committee
- ward rides with councillors and police
- safe cycling education in high schools (Ride and Drive with Care Program)
- let the Windsor Youth Committee know about the Ontario Youth Bike Summit - Oct. 6-7, 2013 in Toronto
- work more closely with the Share the Road Cycling Coalition, and organize a Share the Road Ride in Windsor for 2014