

## MEMORANDUM

July 10, 2008

TO: Toronto Cycling Advisory Committee

FROM: Daniel Egan, Manager, Pedestrian and Cycling Infrastructure

SUBJECT: Toronto Bike Plan Update

### 1. 2008 Bikeway Network Projects

The following bicycle lanes have recently been installed (4.1 kilometres), bringing the total number of dedicated bicycle lanes in the City to 80.1 km:

- Rogers Road from Old Weston Road to Oakwood Avenue, 2.6 km; and
- Royal York Road from Delroy Drive to Mimico Creek, 1.5 km.

The following bicycle lanes have been approved by City Council, awaiting installation (16.2 kilometers):

- Logan Avenue from Dundas Street East to Simpson Avenue (including contra-flow lane from Gerrard Street East to Simpson Avenue), 0.5 km;
- Carlaw Avenue from Simpson Avenue to Riverdale Avenue, 0.3 km;
- Yonge Street from Queens Quay to Front Street, 0.6 km;
- Stephen Drive from The Queensway to Berry Road, 0.8 km;
- The Pond Road from Sentinel Road to Shoreham Drive, 0.9 km;
- Shaw Street (contra-flow lane) from Barton Avenue to Dupont Street, 0.6 km;
- Shaw Street from Dupont Street to south of Acores Street/Wychrest Avenue, 0.2 km;

- Wellesley Street from Queen's Park Crescent West to Parliament Street, 2.0 km;
- Vaughan Road from St. Clair Avenue West to Winona Drive, 1.6 km;
- Annette Street from Runnymede Road to Dundas Street West, 1.8 km;
- Dupont Street from Dundas Street West to Lansdowne Avenue, 1.0 km;
- Marlee Avenue from Roselawn Avenue to Dell Park Avenue, 1.4 km;
- Eastern Avenue from Logan Avenue to Leslie Street, 1.1 km; and
- Pharmacy Avenue from south of Denton Avenue to south of Alvinston Road, 3.4 km.

Approval of the following bicycle lanes have been recommended by the Public Works and Infrastructure Committee, and will be considered by City Council on July 15 and 16 (4.4 kilometers):

- Stanley Avenue (contra-flow lane) from Royal York Road to Superior Avenue, 0.6 km;
- Royal York Road from Cavell Avenue to Manitoba Street, 0.8 km;
- Simcoe Street/Lower Simcoe Street from Queens Quay West to Front Street West, 0.6 km; and
- Birchmount Road from Kingston Road to south of St. Clair Avenue East, 2.4 km

The final 2008 bicycle lane report (approx. 25 km) will be submitted to the September 8th meeting of the Public Works and Infrastructure Committee.

## **2. Union Station Bike Station**

The tender for construction of the Union Station Bike Station was re-issued and the contract will be awarded the successful bidder shortly. The Fall 2008 opening date is still to be confirmed.

## **3. CAN-BIKE Update**

Kids CAN-BIKE Camp:

- One camp at Jimmie Simpson RC is underway.
- Media event on Friday July 18 at 9:30 AM at Jimmie Simpson RC. Toronto Cycling Advisory Committee members are invited to come by and see the camp in action. Ride along with the kids to the Toronto Island Ferry on the end-of-camp Bike Hike.

- Camp Area Supervisor is Jodie Lightfoot who is also working on a Kids CAN-BIKE Camp Tool Kit. Adrienne Blacklock, Idi Mohamed and Collin Williams are the Camp Counsellors.
- Funding has been acquired late in June for the other two Camps (Rexdale and Scarborough) but will be carried forward to 2009 when all three camps will take place.
- Our sponsors/partners: Province of Ontario - Ministry of Health Promotions, Ontario Cycling Association, Canadian Tire Foundation for Families, Mountain Equipment Coop, Children's Aid Foundation, Dr. Tom Pashby Sports Fund, Butterfield & Robinson, Norco Performance Bicycles, High Park Bicycle Club, Black's is Photography and Toronto Emergency Medical Services And Toronto Parks, Forestry and Recreation.
- Members of the Bicycle Safety Partnership: Moss Park Cadet program, Community Resources Connection Toronto, Council Fire, Toronto Children's Aid Society, Centre 55, Albion Boys and Girls Club, Ralph Thornton RC and Eastview Boys and Girls Club.
- The Kids CAN-BIKE Camp program is coordinated through the City of Toronto's Transportation Services, Pedestrian and Cycling Infrastructure Unit.

#### **4. Cycling Promotion: Toronto Bikes. Why don't you?**

Torontonians will be confronted with that very question as transit shelter and recycling bin ads hit City streets this month. The campaign posters are scheduled to appear in 150 transit shelters and 180 recycling bins from July 21 to August 17, 2008.

While cycling infrastructure is a vital component of sustainable cities, people's attitudes must also change in order for cycling to be considered a practical and enjoyable mode of transportation.

This campaign is intended to inspire cyclists and non-cyclists alike by demonstrating that cycling is a growing trend and that people all around them are using bicycles as a primary mode of transportation. These people are saving time, money, and the environment. The ads encourage non-cyclists to consider why they aren't riding and directs them to the City's website for more information on how to start.

The poster is an image of a red banana seat bike with the text "Toronto Bikes" at the top and "Why don't you?" at the bottom.

#### **5. Bike Month Review**

Introduction:

The City of Toronto's promotion of cycling dates back to Bike-to-Work Day, launched in

1988. While the early events focused on bicycle commuting, strong public response resulted in the development of an expanded calendar of events that includes recreational cycling, and addresses environmental and sustainable transportation issues. In 2008, Bike Week was expanded to Bike Month from May 26th to June 21st. Over 75 organizations, individuals, community groups, businesses and sponsors participated in Bike Month 2008 to present over 150 events.

Sponsorship:

Sponsorship is crucial to the promotion, coordination and execution of Bike Month event. In 2008, the number of Bike Month sponsors increased from 9 to eleven. Various organizations donated, time, money, products, and services (Table 1).

**Table 1. Bike Month 2008 Sponsors**

<b>Sponsor</b>	<b>Donation</b>	<b>Approximate Value</b>
Toronto Parking Authority	Funding	\$15,000
St Lawrence Market	Product & staff time	\$4,000
Opus Bikes / OGC	Bicycles and accessories	\$4,500
Ryders Eyewear	Sunglasses	\$200
Mountain Equipment Co-Op	Bike pump, patch kits, lights	\$100
Kurtis Coffee	Coffee	\$230
NOW Magazine	6 ads (including 1 full page ad)	\$7,370
Get Out There Magazine	2 page "Bike Month Guide"	\$1,340
Pedal Magazine	1 full page ad	\$4,100
Momentum Magazine	5 ads	\$12,000
CIUT 98.5 FM	70 x 30 second radio ads	<u>\$2,100</u>
<b>Total:</b>		<b>\$50,940</b>

The primary print Media Sponsor for Bike Month 2008 was NOW Magazine, however, several other media outlets provided promotional support (Table 2).

**Table 2. Bike Month 2008 Media Campaign**

<b>Media Outlet</b>	<b>Advertisements</b>	<b>Geographic Distribution</b>	<b>Circulation</b>
NOW Magazine	6	Toronto	355,000
Toronto Community News	9 ads in community papers (e.g. Mirror, Guardian & Villager publications)	Toronto	742,000
Get Out There Magazine	1 Bike Month guide featured in the May issue	National	160,000
Pedal Magazine	1		20,000
Pedal Web	1		60,000
Momentum Magazine	5 ads and editorial content	North America	28,000
CIUT 89.5 FM	70 x 30 second ads	Barrie to Buffalo, Kitchener to Cobourg	200,000
DVP & Gardiner Traffic Boards	Over head signs	Toronto	n/a
<b>Total Audience</b>			<b>1,565,000</b>

Bike Month received additional media hits in print, radio, television and the Internet.

The events on May 26th attracted City TV, CBC, the Globe and Mail, and 102.1 the Edge. The Toronto Criterium was covered by the Toronto Star, Newstalk 1010, Global TV, CBC, and the National Post. Staff were also featured on the Rogers Community Cable's Daytime Live as well as the TFO, and were interviewed by 102.1 the Edge.

Print Promotions: Brochure, Calendar, Posters & Post Cards:

Staff contacted over 4,000 individuals to host a Bike Month event, including politicians, bicycle-related businesses, community centres and environmental organizations. Those who were interested received a Bike Month package with a brochure and registration form. The brochure encouraged people to host an event and explained how to get involved in Bike Month activities.

Staff also worked with NOW Magazine to produce 15,000 Bike Month calendars featuring over 140 events. Calendars, posters and brochures were delivered by staff to all bike shops, community centers and libraries in the Toronto & East York District. Materials were sent to Etobicoke York, Scarborough and North York locations using inter-office mail or Canada Post.

Over 2,500 invitation style Group Commute postcards were produced and sent out to City Councillors, provincial and federal politicians, all clients of Messengers International, and members of the general public.

Electronic Promotions - Bike Month 2008 Online Events Calendar:

The Bike Month Online Events Calendar was updated for 2008 with a new application that is easier to navigate a more user friendly than the previous system. Some new features are a search tool and drop down menu for event categories. It also allows event hosts to post a photo or graphic as part of their event listing.

Event content for the Bike Month site was online by the first week of May. The page received 24,721 visits between Tuesday May 25th and Sunday June 6th. This is 31% of the total hits to the cycling page received during May and June. Phone call and email volumes increased significantly after the 2008 calendar was available online.

Bike Month events were cross-posted to the Toronto Festival and Events Calendar, mynextrace.com, the Toronto Community News online calendar, and the Get Out There online calendar.

Event Highlights

The number of Bike Month events increased this year due to expanded participation from the community. Two international events, the Cycle Messenger World Championships (CMWC) and Bicycle Film Festival, were held in conjunction with Bike Month. Other community events included the screening of bicycle-related films, trail clean-up efforts, family-friendly neighbourhood rides and a professional bicycle race.

The two City of Toronto Bike Month events are highlighted below.

#### Annual Group Commute and Breakfast

Bike Month was launched on Monday May 26th with the Annual Group Commute and Breakfast, from 7:30 to 9:30 a.m. The event includes a group ride to City Hall from four points across the city (Bloor & High Park, Yonge & Lawrence, Danforth & Woodbine, and Dundas East & Kingston Road). Before riding to City Hall, the four groups meet at Yonge and Bloor and are joined by the Mayor, Councillors and other VIPs pending their availability. At City Hall, temporary bike parking is provided around the Peace Garden and participants are served a wholesome breakfast before they make their way to work. The ride is generally several hundred cyclists strong.

For the first time, cycling groups were invited to sell items and fundraise for themselves at Nathan Phillips Square. The Bike Month office reviewed proposals from cycling groups, whose merchandise included waterfront trail maps, t-shirts, water bottles, musettes, buttons, and stickers. In the past, only registered not-for-profits were able to apply for an opportunity to vend. Demand for vending tables exceeded supply for the first time in the history of Bike Week/Month. To support the growth of the Group Commute and its market place, the number of tables provided by Special Events will need to increase beyond the 25 currently supplied.

The continued success of the Group Commute depends on the support of the dozens of people who lead the ride, including City staff in cooperation with Toronto Police Bike Patrol Officers and EMS Cycling Paramedics. In addition, community groups led cyclists to the Group Commute route from four unofficial starting points across the city.

Soliciting the continued support of the Toronto Police is critical to the success and affordability of the Group Commute. This year's event received Police support, but in previous years, Toronto Police have directed staff to request a Parade Permit and hire Paid Duty officers for this event. These requirements would make the Group Commute prohibitively expensive and could result in its termination.

#### The Toronto Criterium at St. Lawrence Market

The event was held on Friday May 30th in the St. Lawrence Market area. In hosting the Criterium, the City of Toronto partnered with the Bicycle Trade Association of Canada (BTAC) and ZM Cycle & Fitness Ltd. The partners provided registration services, media sponsorship, promotion, expo area, marshals and prizes for race winners. The City coordinated Police Services, parks permits, race marshals, and the street closure permit, which prohibited vehicles from entering or crossing the course during the event. The bicycle race, had the support of the St. Lawrence Business Improvement Association and The St. Lawrence Market Merchants Association. This event was sanctioned by the Ontario Cycling Association (OCA), and included three races in the Women's, Open Men's and Pro Men's categories, and a one lap kid's race.

Public Notices of the street closure were distributed on two occasions to residents in the area. Street closure information was also posted prior to the event on site and on highway sign boards. The event was further publicized through two media releases and

an advertising campaign with Astral Media.

The Criterium attracted thousands of spectators, however, a lack of coordination with Toronto Police regarding the two pedestrian crossings led to unnecessary frustrations for people in the area. Staff are conducting post-event meetings with area businesses and residents to solicit their feedback on this year's event and any suggestions for potential future events.